

HOME

ENHANCEMENT



SETTING YOUR HOME APART

First Impressions Matter



Professional Photos & Videos



Staging Advice



SHOWINGS

A few tips to help your home showings go as smoothly as possible.

FLEXIBLE

Be as flexible and accommodating to the buyer's schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person, and it may hinder a potential buyer's ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day. Clear any boxes.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly. Turn off ceiling fans.

PERSONALS

Make sure you place all valuables and prescriptions out of site and in a safe place. Remove personal/private information.

OUTDOORS

Lawn should be mowed. No vehicles in the driveway. All landscaping complete.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



PRICING **STRATEGY**

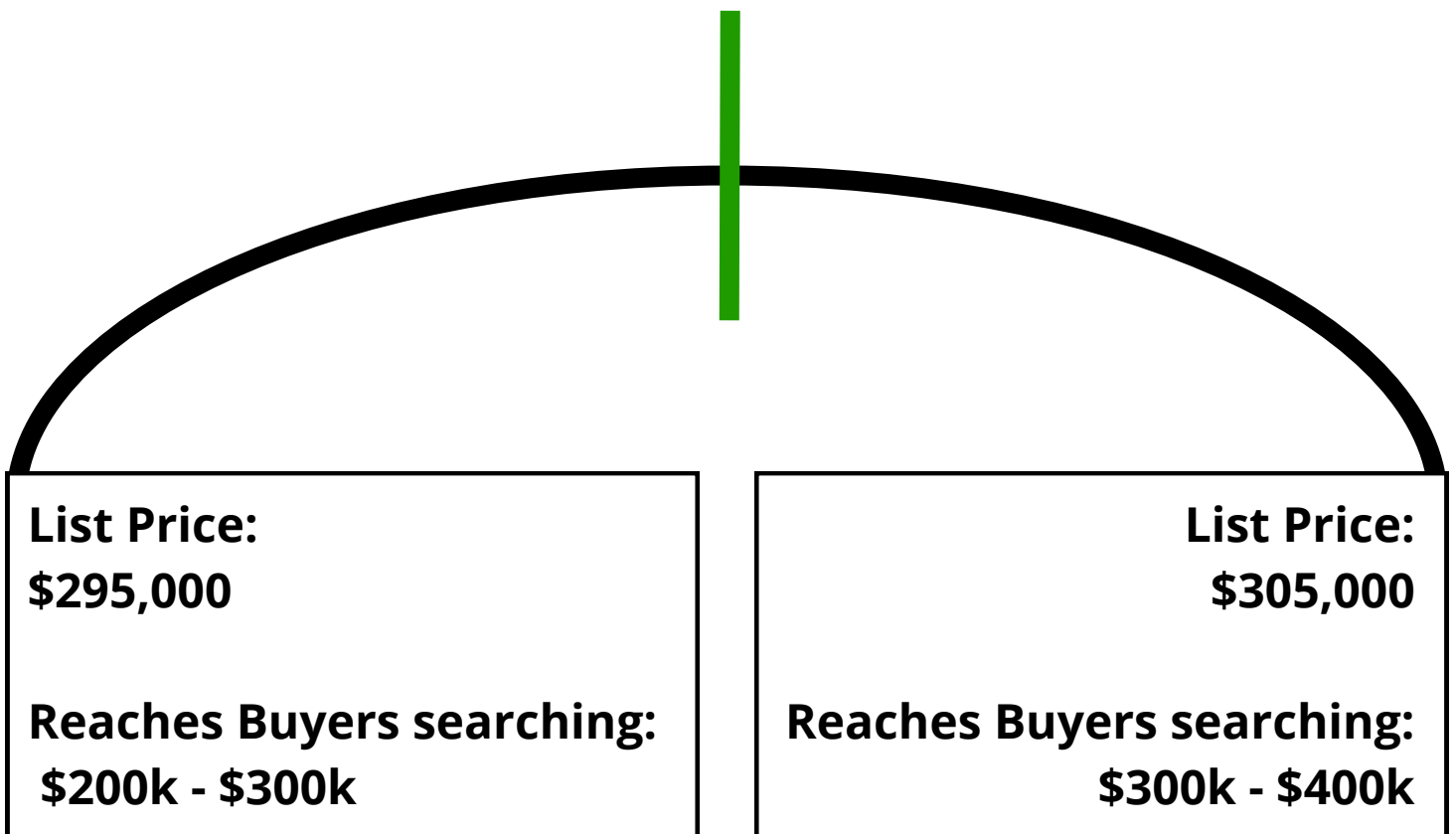


CREATE MORE DEMAND INCREASE YOUR EXPOSURE

Price on The Bridge

**List Price: \$300,000
Reaches Buyers searching \$200k - \$400k**

**National statistics show that a home priced on the bridge
generates 28% more showings!**



MAXIMUM EXPOSURE

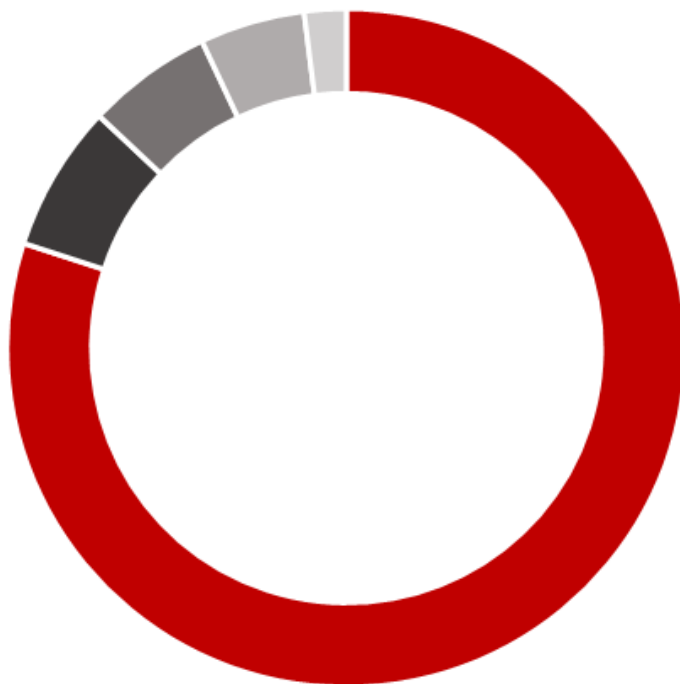


MARKETING - WHERE IT COUNTS

Where Buyers
START
Their Home Search



Where Buyers **FOUND** their home.

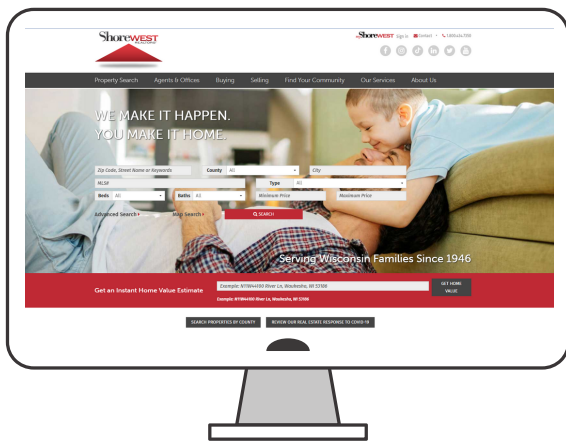


- 80% With Agent & Online Resources
- 7% Yard Sign
- 6% Family, Friends & Neighbors
- 5% Builder
- 2% Seller



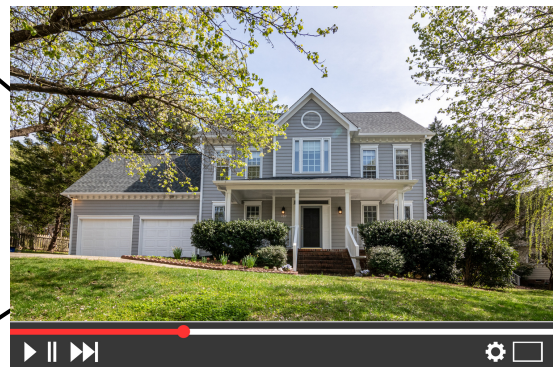
MAXIMUM EXPOSURE

Online



shorewest.com

Other Real Estate Websites



YouTube Videos



EXPERT NEGOTIATION



Negotiations

AFTER AN OFFER IS SUBMITTED - WE CAN

- **Accept the offer**
- **Decline the offer** - if the offer isn't close enough to your expectation and there is no need to further negotiate.
- **Counter-offer** - a counter-offer is when you offer different terms to the buyer.

THE BUYER CAN THEN

- **Accept the counter-offer**
- **Decline the counter-offer**
- **Counter the offer**

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED

You will sign the purchase agreement, and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

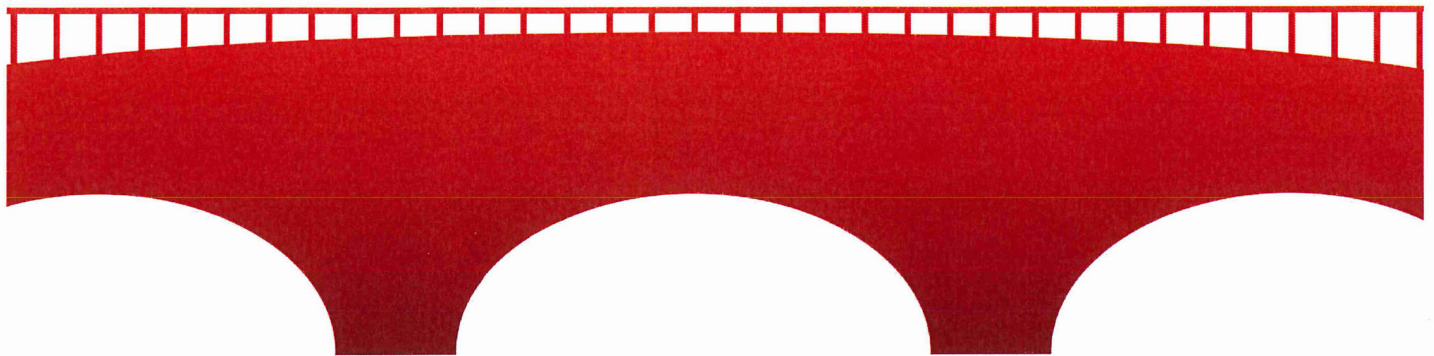


TRANSACTION MANAGEMENT



**THERE IS MORE
TO SELLING YOUR
HOME THAN
FINDING A BUYER.**

You can always trust
a Shorewest agent to
BRIDGE THE GAP
between an accepted offer
and a successful closing.



ACCEPTED OFFER



OBSTACLES

Appraisal
Home Inspection Repairs
Water Quality Issues
Arsenic
Buyer's Final Walk Thru
Survey
Earnest Money
Radon
Mold
Homeowners Association
Buyer's Financing
Well and Septic
Poor Communication
Municipal Issues
Unskilled Negotiations

SOLD!

SOLD

ShoreWEST
REALTORS



We are your **RESOURCE FOR**

- General Contracting
- Painting
- House Cleaning
- Flooring
- Electricians
- Plumbing
- Decking
- Fencing
- Landscaping
- Staging
- Well/Septic
- Inspections
- Financing
- Lenders



COMMUNICATION COMMITMENT

During my years of client service experience, the most important item I have learned is to stay in timely communication with my clients regarding their project, transaction, problem, etc. The following outlines my communication commitment to you during the process of marketing your home:

- **I WILL ... LISTEN TO YOU**, the seller, to determine your wants and needs and represent your best interest throughout this transaction.
- **I WILL ...** be available to you **24/7!** Please do not hesitate to call me anytime with questions or comments.
- **I WILL ...** thoroughly explain all the forms which you need to sign, so you have a clear understanding of what is taking place during the process.
- **I WILL ...** contact you within 24 hours of all showings to provide feedback received from the potential buyer and selling agent. (If the agent has not gotten feedback to me, I will stay in contact with him/her in order to obtain potential buyer feedback.)
- **I WILL ...** discuss weekly any activity that has occurred regarding your home.
- **I WILL ...** meet with you every 30 days to review your competitive selling position.
- **I WILL ...** thoroughly explain the benefits and drawbacks of each offer received, including an estimated seller's closing statement.
- Once you have accepted an offer, **I WILL ...** stay in contact with the selling agent, title company, and lender, if needed, to make sure things are proceeding smoothly. Just like when we were trying to procure a buyer, I will contact you weekly to ensure the sale is proceeding as planned.

I firmly believe the more information I can provide to you on a regular and timely basis, the easier the process of selling your home will be.

