

THE SELLING PROCESS

MARKET VALUATION

I will meet with you to determine the real estate goals you are trying to achieve. We will discuss market trends and activity in the market place. Before putting a home on the market, I will work with you the, sellers to optimize the presentation of the home and establish a competitive price. This process helps to identify the target market, develop a strategic marketing plan will define the process. Prepare a competitive market analysis to determine the fair market value based on other existing sales and closed sales in your neighborhood or building. Review listing Agreement and explain the process and fee structure.

ESTABLISH EFFECTIVE MARKETING CAMPAIGN

I will explain the various types of web-based advertising and high quality print media advertising you can expect for your property. Maximize your online presence through Realtor.com, Yahoo, Zillow, Home Finder, Trulia, BerkshireHathaway.com, Koenigrubloff.com. List through the Multiple Listing Service with full color pictures and video Tour Video Tour automatically distributed to YouTube Professional photography and Video Tour customized to your property I will provide a custom full color brochure for your property highlight the features and neighborhood. Broker Open Houses and Weekend Open Houses to promote the property targeted e-blast campaigns to real estate agents and select buying audience. I will schedule and verify all showing requests. I will call all of the agents that show the property for feedback. I will contact you on a weekly basis with an update of the property and process and feedback I will provide you with the KoenigRubloff Edge Report showing web based traffic results on your property on a weekly basis.

NEGOTIATIONS

I will review with you the negotiation process recommendations. I will present any offers to you and provide feedback on recent sales prices and competition. I will review with you, your options for counter offering back to the prospective purchaser. I will present the counter offers to the buyer's agent and negotiate the offer on your behalf.



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**BERKSHIRE
HATHAWAY**
HomeServices
KoenigRubloff
Realty Group

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ACCEPTED AND EXECUTED CONTRACT, AND ATTORNEY REVIEW PROCESS

Deliver to you and your attorney and any necessary parties the executed contract. Deliver necessary disclosures to the buyer, i.e.; real property disclosure, lead base paint disclosure and Radon disclosure. I will be present at home Inspection for any issues that arise.

PRE-CLOSING

Be in contact with attorney and lenders for smooth transaction process Communicate all closing dates etc. In preparation of your move provide a list of helpful contacts, moving companies, move-out cleaning. Reminder to change over utilities, cancel insurance. Attend your closing.

POST-CLOSING

I will help answer any questions about the process and provide information as needed. I will provide a contractor referral list for your convenience. In January of the following year I will send you a closing statement for Tax purposes. I will ask you for any referrals that you may have that would want expert real estate guidance.



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