

# *Services For Home Sellers*

- Accurate Evaluation of the Value of Your Home
  - The correct selling price of a home is the highest price that the market will bear. To assist you in determining the correct asking price I provide you with a comprehensive market analysis of comparable properties sold and offered for sale in your neighborhood.
- Professional Advice
  - I will advise you of any necessary repairs and how you may best prepare your home for showing. You will be kept up to date on the state of the market, the sale of similar properties and any other factors which may affect the progress of the sale.
- Notify Purchasers – Continued Marketing from Listing to Closing
  - I will use our computer systems to identify potential buyers who have been looking for homes in your neighborhood. They will be contacted and given details of your property.
  - Neighborhood Mail outs. Often we find the best source of purchasers are your neighbors and their friends and family.
- Open Houses
  - If appropriate, open houses will be arranged and held during reasonable hours.
- Internet Marketing
  - Property specific website ([www.yourhomeaddress.info](http://www.yourhomeaddress.info))
  - Please refer to advertising for additional information
- Negotiation
  - All offers will be presented and the pros and cons discussed in detail – alternatives suggested.
- Closing Costs
  - I will prepare for you a net sheet for all offers received and make recommendations on how best to achieve your desired net.
  - The pros and cons will be discussed with you for all offers. Accepting or rejecting and offer remains your choice.
- Personalized Service from Listing to Closing
  - You will not be turned over to an assistant and there are no hidden fees for my services.

# Marketing And Advertising

Your home is special and unique. You deserve personalized attention. I tailor your marketing to meet your needs and to uniquely represent your home.

- Your home will be placed on the Multiple Listing Service within 24 hours of the completion of the listing agreement.
- Broker's Tour – All MLS Brokers will be invited to an open house for your home. Maximum exposure ensures the "highest and best offer for your consideration".
- Professional Flyers – You put a lot of time and energy into preparing your home for sale and we want to show it off. Your home will be featured on a color flyer along with a list of amenities.
  - The flyers will be distributed to all local offices on a regular basis.
  - Buyers will receive a color brochure when they view your home helping them to remember why they liked yours the best.
  - Flyers may optionally be placed with the sign post in the front yard.
- Custom personalized mailers will be sent out to your neighborhood announcing the "New Listing".
- Local advertising mediums will include:
  - The Sacramento Bee
  - Homebuyer's Guide
  - Harmon Homes
  - Custom Marketing

# Marketing And Advertising

- Technology works for you! We provide 24 Hour a Day exposure of your home on the Internet. Please see our Internet Marketing slide for details.
- Email update program – Existing and new home buyers register to receive updates. Your home will be broadcast to all buyers through out the MLS.
- Email Feedback – Every time your home is shown the agent will be contacted for feedback. Simply meaning, what did they and their clients think of the home. What did they like and even what did they dislike.
- Virtual Tours – A virtual tour may be prepared for your home. This virtual tour will be linked to your homes presentation on CapitolOaks.com and Realtor.com.
- A unique URL/webpage for your home may be provided if warranted and desired.
- A web album of pictures of your home may be provided is warranted and desired.
- Open Houses will be held with your permission on a regular basis.
- Our marketing will continue after you have accepted an offer. We will continue to advertise your property for back-up offers. Especially in today's market this is an important detail. We will be happy to explain why. **Ask Us!**

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# *Internet Marketing*

According to statistics from the NATIONAL ASSOCIATION OF REALTORS® 77% of buyers use the Internet at some point during their home search. **Capitol Oaks Real Estate** employs a full time Internet marketing specialist to ensure your property has updated appropriate exposure on the Internet. Our Internet marketing specialist constantly tracks activity and the placement of advertisements for your home. Below are just some of the Internet sites that we advertise you home on:

- CapitolOaks.com
- City Cribs
- Google Base
- SacBee
- PropSmart
- Edgeio
- HomeHugg
- LiveDeal
- Trulia
- Zillow
- Realtor.com
- Craigslist
- HomeGain
- Point2 Homes
- Prospector (MLS)
- Hotpads
- Oodle
- Yahoo Classifieds
- Vast
- And others

# *The First “30 Days”*

I am committed to offer the highest standards of professional service to you. Your wishes and needs will always be my top priority.

## **In the first 30 days I will:**

- Prepare a listing agreement for your signature
- Prepare all legally required disclosures for your signatures
- Recommend last minute “touch ups” for first impressions
- Post the listing information to the MLS and Internet sites
- Place a lockbox on property
- Order a virtual tour if applicable
- Place “Showcase Ad” in Sunday Bee at the next available opening
- Place “New Listing” advertising in local mediums.
- Notify the “top agents” of this new listing
- Schedule the MLS Broker’s tour
- Mail “Just Listed” notifications to neighborhood with your permission
- Place “Open House” ad in local paper
- Phone / email all potential buyers with the details of your home
- Arrange showings for other agents
- Contact you regularly with progress reports including number of showings and internet views of your property.
- Prepare and deliver marketing service reports
- Update CMA to reaffirm the value in the market after 30 days.
- Review marketing activities with you on a weekly basis
- Pre-qualify buyers when possible
- Present, prepare net sheet and discuss with you all offers on your home