Pre-Listing

Packet

*Presented by:*



*Client First. Cutting Edge*

# A Guide to Listing & Selling Your Home

***Thank you****!* for giving us the opportunity to discuss the future sale of your home.

Enclosed is my exclusive Pre-Listing Package. I am confident you will feel that the programs I outline for you will provide you with the greatest possibility of selling your home for the *highest price* in the *shortest period of time* with the *least amount of hassles*.

I have enclosed a number of useful documents about the home-selling process and the benefits I can offer you.

It is my ultimate goal to exceed your expectations with superior real estate consulting services. I look forward to getting your home sold and helping you, your friends and your family with all of your real estate goals.

So let’s take an exciting journey together! I look forward to meeting your real estate needs every step of the way!

#  ABOUT THE RE/MAX DIRECT

*"Our main objective is to hold our clients interests above our own and, by doing so, develop a culture conducive to long term business relationships."*--------------------------------------------------------------------------------
**Commercial and Residential Real Estate Services in Southeastern Pennsylvania**
Our mission at Re/Max Direct is to serve our clients ethically, professionally and diligently so that they feel inclined to refer us to their friends, family and colleagues.

**Ethically**- We act and negotiate in our clients best interest and above the interests of others or ourselves.

**Professionally**- We provide results in a timely professional manner with an emphasis on research, marketing, and correspondence.

**Diligently**- We work with vigor to meet and surpass our clients' needs during the transaction and beyond its completion.

# referral image.jpg

# REFERENCES

**James and Danielle Yoch** - 484.995.3869

Jim and Danielle are a recently married couple who hired me to sell their home in Philadelphia and find a home where they could raise a family in the suburbs.

*Hi Dan,*

*I love love love our new house!!! Thanks so much for finding it (we would have never looked in Thornton even though it’s a perfect location) and thank you for all of your hard work to get us such an amazing price!! It’s better than any other house we looked at and better than I could have even imagined *

*Thank you so much,*

*Danielle*

**John and Andrea O’Donnell - 608.831.9779**

John and Andrea are a couple near retirement who hired me to sell one of their investment properties that had been fully depreciated and facilitate a 1031 tax exchange to move the equity into a new investment property. I now manage all of their investment properties.

*Dan,*

*John and I want to tell you how pleased we are with the work you have done as our realtor.  We appreciate all of the extra work you have done with Caernarvon and the advice you have given us.  In addition having the contractor look over the place was definitely beneficial since we will have the current buyers bringing an inspector in, we will hopefully have a heads up on the issues.*



# LISTING SERVICES INCLUDED IN OUR FEE

* **Professional Staging**
* **Professional Photography**
* **Property Specific Website**
* **Brochure Creation**
* **Mailer Creation**
* **Listing Launch**
* **Broker Email**
* **Open Houses**
* **Brokers Open**
* **500 Strategic Mailers**

# WHY HIRE AN AGENT

1. Having an agent represent you has its advantages:

***Professional representation…*** I am your personal representative and I’m required by law to represent your best interests to the best of my ability.

***Personal specialist…*** it’s similar to hiring an accountant to help you file income taxes or a mechanic to fix your car. If you had the time to master those specialties, you would be doing your own taxes and fixing your car. But who has that sort of time? Besides, most people will sell only two homes in their lifetime – two real estate transactions in a lifetime will not turn anyone into a real estate specialist.

***Objectivity…*** my job is to point out all the pros and cons for all the decisions you will be making throughout the home-selling process. I will even tell you things you may not want to hear because as your agent, I want you to make informed decisions, not emotionally-based decisions.

***Convenience…***these days, it’s nearly impossible to sell a home all by yourself without it turning into a part-time job.
2. Not all real estate professionals are REALTORS®. Only licensed real estate agents who are members of the *National Association of REALTORS*® can call themselves REALTORS®. REALTORS® are committed to treat all parties honestly – they subscribe to a strict code of conduct and are required to maintain a high level of real estate standards. It is to your advantage to work with a REALTOR® because of the training and standards this professional designation requires.
3. The price of your home should be based on the price of sold properties in your area rather than the list price of properties now on the market – this is how we establish your home’s *fair market value*.

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| --- |
| If it’s priced OVER its fair market value it will… |
| * Not attract as many buyers because they’ll think it’s out of their price range.
* Take longer to sell.
* Make competing properties look good.
* Become “shopworn.”
* Be overpriced in everyone’s minds (agents and buyers) and they tend not to forget.
* Cause you to lose valuable time and miss out on buying your dream home.
* Cause advertising dollars and marketing efforts to be wasted.
* Cause negotiations to stall.
* Cause appraisal problems.
* End up selling below market value in order to make up for all of the above.
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# UNDERSTANDING AGENCY…

Who Works for Whom?

|  |  |
| --- | --- |
| **Seller****Buyer** | **Seller Agency (Single Agency)*** Agent will represent the best interests of the seller
* Agent will owe the seller fiduciary duties
* Agent must give the buyer all material facts so that the buyer can make an educated decision
 |
| **Buyer**Seller | **Buyer Agency (Single Agency)*** Agent will represent the best interests of the buyer
* Agent will owe the buyer fiduciary duties
* Agent must give the seller all material facts so that the seller can make an educated decision
 |
| **Buyer****Seller** | Transaction Broker (Dual Agency)* Agent represents both the buyer and the seller equally
* Agent’s objective is to get a mutually satisfactory agreement among all parties
* Agent gives all options to the buyer and the seller
* Depending on the local market, all parties may be present at contract presentation to negotiate on their own behalf
* All parties have confidentiality. Agent may do nothing to the detriment of either the buyer or the seller
* Both the buyer and the seller have a right to counsel. Before making any decisions, both parties have the right to seek family, religious, legal, or financial counsel.
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In all relationships, as your Agent I have a duty to act honestly with both the buyer and the seller.

# SELLER – STEPS IN SELLING A HOME



I have designed this packet to assist you with the sale of your home. I assure you that it is our goal to provide you with the most professional and informative service available. I am always just a phone call away!

1. Initial appointment. Present consumer notice.
2. Present Sellers Disclosure
3. Valuation
4. Creat listing package
5. Present listing package
6. Execute listing paper work
     Listing contract
     Sellers disclosure
     Showing instructions
7. Schedule staging
8. Schedule photo shoot
9. Build website
10. Pre list google ad campaign
11. Sched first open house
12. Garner offer
13. Review offer with seller
14. Counter and come to terms
15. Present seller with an Estimate of Closing Costs
16. Execute Agreement

# MARKETING CAMPAIGN

*The Daniel Robins Team strives to obtain a level of commitment to professionalism and customer service that is the driving force behind our marketing campaign. Our talented Sales Partners, combined with our exclusive Marketing System represent our ongoing commitment to meeting and exceeding our clients’ expectations. Our advertising and public relations campaigns are designed to create a strategic real estate marketing plan for homebuyers and sellers alike, rather than simple traditional techniques used by the majority of real estate professionals.*

Our marketing campaign is structured around two major marketing tools

* **Networking**
* **Online Presence**

##

### **Online Marketing**

At The Daniel Robins Team, understands the importance of visibility online. We are committed to using the latest innovations and marketing tools to help not only our company, but most importantly our clients. Below is a summary of the various online marketing tools we use to maximize web presence for your home.

**Google Adwords/Analytics**

AdWords, Google's online advertising program, lets us reach new customers and drive potential buyers to your property.Wecreate and choose where the ad appears, set a budget we’re comfortable with, and measure the impact of your ad.

Reach people as they search for words or phrases (which we call [keywords](https://support.google.com/adwords/answer/answer.py?answer=6323)) or browse websites with themes related to your business. Your ad can appear on Google and its partner websites.

**Website Exposure**
Our property specific websites, gives easy access links to community information, as well as a comprehensive look at each property. Due to the fact that this website is extremely user friendly, easy to navigate and eye-catching, your online exposure is produced at its very best, greatly increasing the likeliness of selling. We add an analytics tracking code as well to your site so we can see where and when people are clicking on the site.

**Email Updates**
Our extensive database of buyers, investors, real estate agents, brokers and influencers receive details about your property and open house information via emails from The Daniel Robins Team on a consistent basis.

### **Social Networking & Blogging** lets_get_social.png

### The Daniel Robins Team utilizes many social networking websites including Twitter, Tumblr, Facebook and LinkedIn. Social media marketing is a powerful strategy that keeps us in day-to-day contact with other real estate professionals, influencers, clients, buyers, sellers, investors and the community. Social media allows us to instantly inform our network of new listings and allows us to share real estate news and resources. Our team regularly blogs about the current status of the housing market, real estate trends and Chester County community news. Our social networking and blogging strategies allow us to generate website exposure, establish a presence in the media and gain an incredible amount of attention to our listings, resulting in selling your home.

**Internet Coverage**
Due to the increase in exposure online, The Daniel Robins Team strives to have as much presence on the Internet as possible. Your listing will be distributed to millions of Internet home shoppers through our syndication feeds with other home search websites, and can be accessed through over 25 websites including:

* Paproperties.info
* [Craigslist.com](http://Craigslist.com" \t "_blank)
* [Facebook.com](http://Facebook.com" \t "_blank)
* [Twitter.com](http://Twitter.com" \t "_blank)
* [Move.com](http://DreamHomesMagazine.com" \t "_blank)
* [Realtor.com](http://ColdwellBanker.com" \t "_blank)
* [Newhomesource.com](http://CaliforniaMoves.com" \t "_blank)
* [Zillow.com](http://Zillow.com" \t "_blank)
* [RealEstate.com](http://RealEstate.com" \t "_blank)
* [Trulia.com](http://Trulia.com" \t "_blank)
* [Google Base](https://www.google.com/accounts/ServiceLogin?hl=en&nui=1&service=merchants&continue=http://www.google.com/merchants/default&followup=http://www.google.com/merchants/default&passive=true" \t "_blank)
* [Trendmls.com](http://realestate.yahoo.com/%22%20%5Ct%20%22_blank)
* [yourchestercountyhomesearch.com](http://OpenHouse.com" \t "_blank)

**Network Marketing**
Daniel Robins is a member of the Suburban West Association of Realtors, as well as a member of several associations in the surrounding area. His connections, coupled with his stellar sales performance and well-established reputation has earned him national and local awards for top production including being named #1 Team in Chester County for 2011 & 2012.

# PREPARING YOUR HOME FOR SALE

With a little effort on your part, your home can be sold more quickly and at a better price.The following tips have proved invaluable to owners and are worth your special attention:

1. **First impressions are lasting!** The front door greets the prospect. Make sure it is fresh, clean, and paint the trim.
2. **Keep lawn trimmed and edged**, and the yard free of refuse. Reseed the lawn and fertilize if necessary, weed the gardens, and add mulch. Deep green grass makes a lasting impression. In winter, be sure snow and ice is removed from walks and steps.
3. **Decorate for a quick sale**. Faded walls and worn woodwork reduce appeal. Why try to tell the prospect how your home could look, when you can show him by redecorating? A quicker sale at a higher price will result. An investment in neutral new kitchen wallpaper will pay dividends.
4. **Let the sun shine in**. Open draperies and curtains and let the prospect see how cheerful your home can be.
5. **Do the windows and window screens work well** and look good? Have the windows spotless.
6. **Are the appliances operating properly** and sparkling?
7. **Fix the faucet!** Dripping water discolors sinks and suggests faulty plumbing.
8. **Repairs can make a big difference**. Loose knobs, sticking doors and windows, warped cabinet drawers and other minor flaws detract from home value. Have them fixed.
9. **From top to bottom**. Display the full value of your attic, basement and other utility space by removing all unnecessary articles. Brighten dark, dull basements by painting walls and adding brighter light bulbs.
10. **Safety first.** Keep stairways clear. Avoid cluttered appearances and possible injuries.
11. **Pack excess linens and clothing to make closets look bigger**. Neat, well-ordered closets show the space is ample.
12. **Bathrooms help sell homes**. Check and repair grout in bathtubs and showers. Make this room sparkle. Don’t let the Handy Man add gobs of caulking when grout is what you need.
13. **Arrange bedrooms neatly**. Remove excess furniture.Use attractive bedspreads and fresh looking window coverings.
14. **Have I removed or mentioned to my realtor any attached items** that are not included, such as special chandeliers, shelving or garden plants?
15. **Am I familiar with similar homes on the market** that I may be competing against?
16. **Have I asked my realtor for a list of ways I can improve the marketability** of my home without wasting time and money?
17. **Can you see the light?** Illumination is like a welcome sign. The potential buyer will feel a glowing evening when you turn on all your lights for an evening inspection.
18. **Am I ready to disclose any structural defects** such as roof, foundation or wiring problems?
19. **Have I started looking for my new home?** Do I know what I want in another home?
20. **What do I need to do to prepare for my upcoming move?**

# SHOWING THE HOUSE:

Whenever possible leave your house for showings, if not, follow the tips below.

1. **Three's a crowd**. Avoid having too many people present during showings. The potential buyer will feel like an intruder and will hurry through the house.
2. **Music is mellow**. But not when showing a house. Turn off the blaring radio or television. Let your agent and buyer talk, free of disturbances.
3. **Pets underfoot?** Keep them out of the way--preferably out of the house.
4. **Silence is golden.** Be courteous but don't force conversation with the potential buyer. He wants to inspect your house--not to pay a social call.
5. **Be it ever so humble**. Never apologize for the appearance of your home. After all, it has been lived in. Let the trained agent answer any objections. This is his/her job.
6. **Remain in the background.** The agent knows the buyer's requirements and can better emphasize the features of your home when you don't tag along. You will be called if needed. Allow the buyers to take "psychological possession."
7. **Why put the cart before the horse?** Trying to dispose of furniture and furnishings to the potential buyer before he has purchased the house often loses a sale.
8. **A word to the wise.** Let your Realtor discuss price, terms, possession and other factors with the customer. They are eminently qualified to bring negotiations to a favorable conclusion.

# TIPS TO PREPARE FOR AN OPEN HOUSE

1. **Hire a cleaning service.** A spotlessly clean home is essential; dirt will turn off a prospect faster than anything.
2. **Mow your lawn,** and be sure toys and yard equipment are put away.
3. **Lock up your valuables**, jewelry, and money. Although the real estate salesperson will be on site during the open house, it’s impossible to watch everyone all the time.
4. **Turn on all the lights**. Even in the daytime, incandescent lights add sparkle.
5. **Send your pets to a neighbor or take them outside**. If that’s not possible, crate them or confine them to one room (a basement or bath), and let the salesperson know where to find them.
6. **Put fresh flowers in principal rooms** for a touch of color.
7. **Add a new shower curtain,** fresh towels, and new guest soaps to every bath.
8. **Set the table** with pretty dishes and candles.
9. **Buy a fresh doormat** with a clever saying.
10. **Put away kitchen appliances** and personal bathroom items to give the illusion of more counter space.
11. **Lay a fire in the fireplace**. Or put a basket of flowers there if it’s not in use.
12. **Depersonalize the rooms** by putting away family photos, mementos, and distinctive artwork.
13. **Turn on the sprinklers** for 30 minutes to make the lawn sparkle.
14. **Leave**. It’s awkward for prospective buyers to look in your closets and express their opinions of your home with you there.

GLOSSARY

Acceptance: The date when both parties, seller and buyer, have agreed to and completed signing and/or initialing the contract.

Adjustable Rate Mortgage: A mortgage that permits the lender to adjust the mortgage's interest rate periodically on the basis of changes in a specified index. Interest rates may move up or down, as market conditions change.

Amortized Loan: A loan, which is paid in equal installments during its term.

A.P.R. (Annual Percentage Rate): A term used in the Truth in Lending Act. It represents the relationship of the total finance charge (interest, discount points, origination fees, loan broker, commission, etc.) to the amount of the loan.

Appraisal: An estimate of real estate value, usually issued to standards of FHA, VA, and FHMA. Recent comparable sales in the neighborhood is the most important factor in determining value. This should be contrasted against the home inspection.

Appreciation: An increase in the value of a property due to changes in market conditions or other causes. The opposite of depreciation.

Assumable Mortgage: Purchaser takes ownership to real estate encumbered by an existing mortgage and assumes responsibility as the guarantor for the unpaid balance of the mortgage.

Bill of Sale: Document used to transfer title (ownership) of PERSONAL Property.

Closing Statement (HUD1): A financial statement rendered to the buyer and seller at the time of transfer of ownership, giving an account of all funds received or expended.

Cloud on Title: Any condition that affects the clear title to real property.

Comparable Sales: Sales that have similar characteristics as the subject property and are used for analysis in the appraisal process.

Contract: An agreement to do or not to do a certain thing.

Consideration: Anything of value to induce another to enter into a contract, i.e., money, services, a promise.

Deed: Written instrument, which when properly executed and delivered, conveys title to real property.

Discount Points: A loan fee charged by a lender of FHA, VA or conventional loans to increase the yield on the investment. One point = 1% of the loan amount.

Easement: The right to use the land of another.

Encumbrance: Anything that burdens (limits) the fee title to property, such as a lien, easement, or restriction of any kind.

Equity: The value of real estate over and above the liens against it. It is obtained by subtracting the total liens from the value.

Escrow Payment: That portion of a mortgagor’s monthly payment held in trust by the lender to pay for taxes, hazard insurance, mortgage insurance, lease payments and other items as they become due.

Fannie Mae: Nickname for Federal National Mortgage Corporation (FNMA), a tax-paying corporation created by congress to support the secondary mortgages insured by FHA or guaranteed by VA, as well as conventional home mortgages.

Federal Housing Administration (FHA): An agency of the U.S. Department of Housing and Urban Development (HUD). Its main activity is the insuring of residential mortgage loans made by private lenders. The FHA sets standards for construction and underwriting but does not lend money or plan or construct housing.

FHA Insured Mortgage: A mortgage under which the Federal Housing Administration insures loans made, according to its regulations

Fixed Rate Mortgage: A loan that fixes the interest rate at a prescribed rate for the duration of the loan.

Foreclosure: Procedure whereby property pledges as security for a debt is sold to pay the debt in the event of default.

Freddie Mac: Nickname for Federal Home Loan Mortgage Corporation (FHLMC), a federally controlled and operated corporation to support the secondary mortgage market. It purchases and sells residential conventional home mortgages.

Graduated Payment Mortgage: Any loan where the borrower pays a portion of the interest due each month during the first few years of the loan. The payment increases gradually during the first few years to the amount necessary to fully amortize the loan during its life.

Investor: The holder of a mortgage or the permanent lender for whom the mortgage banker services the loan. Any person or institution that invests in mortgages.

Lease Purchase Agreement: Buyer makes a deposit for future purchases of a property with the right to lease the property for the interim.

Loan to Value Ration (LTV): The ratio of the mortgage loan principal (amount borrowed) to the property’s appraised value (selling price). Example – on a $100,000 home, with a mortgage loan principal of $80,000 the loan to value ratio is 80%.

Mortgage: A legal document that pledges a property to the lender as security for payment of a debt.

Mortgage Insurance Premium (MIP): The amount paid by a mortgagor for mortgage insurance. This insurance protects the investor from possible loss in the event of a borrower’s default on a loan.

Mortgagor: The borrower of money or the giver of the mortgage document.

Note: A written promise to pay a certain amount of money.

Origination Fee: A fee paid to the mortgagee for paying the mortgage before it becomes due. Also known as prepayment fee or reinvestment fee.

Private Mortgage Insurance (PMI): See Mortgage Insurance Premium.

Promissory Note: A written contract containing a promise to pay a definite amount of money at a definite future time.

Realtor: A member of local and state real estate boards, which are affiliated with the National Association of Realtors (NAR).

Rent With Option: A contract, which gives one the right to lease property at a certain sum with the option to purchase at a future date.

Second Mortgage/Second Deed of Trust/Junior Mortgage or Junior Lien: An additional loan imposed on a property with a first mortgage. Generally, a higher interest rate and shorter term than a “first” mortgage.

Severalty Ownership: Ownership by one person only. Sole ownership.

Survey: The process by which a parcel of land is measured and its area ascertained.

Tenancy In Common: Ownership by two or more persons who hold an undivided interest without right of survivorship. (In event of the death of one owner, his/her share will pass to his/her heirs.)

Title Insurance: An insurance policy which protects the insured (purchaser or lender against loss arising from defects in the title).