OUR PLAN FOR YOU

START

PLANNING PHASE

- Listing Agreement
- Agency Relationship
- Seller Introduction to Exclude from MLS (during the off-market period)
- Complete Disclosure Package
- Marketing Document and Collateral
- Open Pre-Escrow
- Initial Professional Photographs
- Solicit Property Improvements -Painting, Staging

OFF-MARKET SALES PREPARATION

- Internet, Network and Client Based Promotion
- Flyer Marketing Which Propagates on 12+ Independent Websites
- Live on All Print/Interr Channels
- Color Brochures

- Top Agent Network Post of Off-Market Listing
- Call Area-Specific Agents to
 Inform of Off-Market Listing
- Dedicated Property Website
- Coming Soon Open House
 Newsletter

ADVISORY PHASE

Finalize Pricing Strategy

- Finalize Marketing Materials
- Publish Complete Disclosure Pac
- Add to MLS (On-Market Sales)
- Add to Cross-Sales Sheet
- New Listing Agent Caravan
- Twilight Tou

- Opening Reception/First Sunday Open House
- Saturday/Sunday Open House
- Email Blast to Agents and Brokers
- Tuesday Broker Tours (On-Market Sale

POST-SALES CHECKLIST

- Introduction to Escrow Manager
- Escrow Coordination
- Signing at Title
- Transfer of Title
- Disbursement of Fundsto Seller
- Keys and Garage Remotes Given to New Owners

DUE DILIGENCE

- Facilitate Due Diligence
- Work with Appraiser to Provide Support of Value
- Assist with Closing Procedures per Owner's Request

AGENCY PHASE

- Daily Status Report Conference Ca
- Weekend Traffic Reports
- Review Offers
- Negotiatio
- Execute Purchase and Sale Agreement

CLOSE