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# PRE-LISTING INFORMATION PACKAGE

Please review this package before your next appointment with our Team. Enclosed you will find important information such as:

- Information about Classic Real Estate's Team of Professionals
- 173-Step Action Plan we have created to get your home sold fast and for top dollar
- List of questions you should ask ANY Realtor before you sign ANYTHING
- Details about our Guarantees
- List of Real Estate Myths, and much more!

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**THE MCKEAN** *Team*

# CLASSIC REAL ESTATE



It is the mission of Classic Real Estate and its agents to glorify God by serving people's real estate needs with the highest degree of integrity, honesty, and professionalism.

We will strive to always provide value that exceeds our client's expectations. Our goal is to create lasting relationships that are mutually beneficial.

We are constantly striving to learn and grow as individuals and as a business. We spend thousands of hours learning in the areas of personal development, business strategies, market analysis, and changing real estate & tax law.

## **Core Values**

- Have Honesty and Integrity in everything
- Everything we do to the Glory of God
- Continue to Learn and Grow
- Provide Excellent Customer Service by caring for our clients

# CLASSIC REAL ESTATE



Thank you for taking the time to review this package. We have sent you these materials in advance of our meeting so that you will know a little more about our team, our services, and how they will benefit you.

At this point, we don't know all of your particular needs and objectives, nor do we know your financial and family situation entirely. We do know that selling a home can be an extremely emotionally trying time, or a very exciting one. Our job is to provide you with enough solid information so you can make an honest, informed decision based upon facts, not hype.

As you look through this package, use the forms at the back to note any questions that you have for us so that we will not forget to address them at our meeting.

We are preparing a complete presentation and market analysis for our meeting. We will cover many important items that other agents may not even know, such as:

- The proven 173 Step Home Selling System
- Questions you should ask ANY Realtor
- Our Exclusive Marketing System
- Frequently asked questions
- and much more ...

Selling your home is a complicated task, so it is crucial to have every possible advantage you can. We look forward to working with you. Please let us know if you have any questions at any time during the process of your real estate transaction.

Dave McKean  
Broker, Owner  
GRI, SRES  
CalDRE# 00972047

# Classic Real Estate's Amazing 173-Step Action Plan to Get Your Home Sold **Fast** and For **Top Dollar**

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1. Research tax records to verify full and complete legal information as available to prospective buyers and buyer's agents on MLS printout.
2. Research property's ownership and deed type.
3. Research property's public record information for lot size & dimensions.
4. Research and verify legal description.
5. Research property's land use coding and deed restrictions.
6. Research property's current use and zoning.
7. Verify legal name(s) of owner(s) in county's public property records.
8. Research sales activity for past 6-12 months from MLS and public records databases.
9. Research "Average Days on Market" for property of this type, price range, and location.
10. Research competitive properties that are currently on the market.
11. Research competitive properties that have been withdrawn.
12. Research competitive properties that are currently under contract.
13. Research expired properties (properties that did not sell during their time on the market.)
14. Research competitive properties that have sold in the past six months.
15. Call agents, if needed, to discuss activity on the comparable properties that have listed in the area.
16. Research the previous sales activity (if any) on your home.
17. Download and review property tax roll information including any Mello Roos or Special Assessments.
18. Prepare "Comparable Market Analysis" (CMA) to establish fair market value.
19. Obtain and verify accurate methods of contacting you.
20. Gather information to help assess your needs.
21. Obtain copy of floor and pool plans, if available.
22. Review current appraisal, if available.
23. Identify Home Owners Association manager, if applicable.
24. Verify Home Owners Association fees, if applicable.
25. Verify if you have a transferable Solar System, if applicable.

## Classic Real Estate 173- Step Action Plan

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26. Verify security system, current term of service and whether owned or leased. if applicable.
27. Ascertain need for lead-based paint and other disclosures.
28. Verify if property has rental units involved; if so, make copies of all leases, verify all rent and deposits, inform tenants of listing and discuss how showings will be handled.
29. Compile list of repairs and maintenance items.
30. Prepare showing instructions for buyer's agents and agree on showing time window with you.
31. Assess your timing.
32. Assess your motivation.
33. Assess your immediate concerns.
34. Ask you questions about the property and yourselves to learn how to better serve and provide helpful information.
35. Discuss your purchase plans and determine how Classic Real Estate can assist you in your next purchase (local, new home construction, investment, or relocation)
36. Research and find a qualified agent to assist you in your new location, if needed.
37. Determine how quickly you need to move.
38. Obtain information that will help us prepare the listing, advertising and marketing materials. Questions will include: What type of improvements have you done to your house in the past five years? What other features of your home make it attractive to buyers? (Type of cabinets, flooring, Solar Panels, pool, fireplaces, etc.) What do you think the home is worth? How much do you owe for the property?
39. Prepare you by asking you to gather home information: to have a copy of the deed, current tax bill, copy of a survey, copy of your title policy, copy of your living trust.
40. Obtain one set of keys, which will be inserted in the lock box.
41. Perform "Interior Décor Assessment" of subject property
42. Review results of Interior Décor Assessment and suggest changes to shorten time on market.
43. Perform exterior "Curb Appeal Assessment" of subject property.
44. Review results of Curb Appeal Assessment and provide suggestions to improve salability.
45. Give you an overview of current market conditions and projections.
46. Provide a Home Audit to discuss constructive changes to your home to make it more appealing to show exceptionally well, and help it to yield the greatest possible price from an interested buyer.
47. Provide you with home showing guidelines to help have the home prepared for appointments. (i.e. lighting, soft music, etc.)

# Classic Real Estate 173- Step Action Plan

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48. Review and explain all clauses in Listing Agreement (and addendums, if applicable)
49. Enter your name, address, phone number, and email address into our database in order to keep you informed of market changes, mortgage rate fluctuations, sales trends, or anything that may affect the value and marketability of your property.
50. Compile and assemble formal file on property.
51. Present Comparable Market Analysis (CMA) results to you, including comparable prices of sold, current, and expired listings.
52. Offer pricing strategy based on professional judgment and interpretation of current market conditions.
53. Assist you in strategically pricing home to enable your home to show up on more MLS Searches.
54. Discuss goals with you to market effectively.
55. Discuss and present strategic master marketing plan.
56. Explore method of pricing your property below comparable value to bring more buyers to your property quickly.
57. Present and discuss our Marketing Program to market your home the most effectively and bring the most buyers to you in the shortest amount of time.
58. Explore the option of marketing your home with an incentive of buying down points on the buyers' loan; potential results are: you retain a higher agreed upon price (which results in more proceed to you) and the buyer saves on monthly payments.
59. Prepare an equity analysis to show your expenses, closing costs and net proceeds.
60. Explain the use of the Seller's Property Disclosure Statement you will complete, which will be presented to the buyer of your home. This will help you avoid devastating setbacks and preserve your legal rights.
61. Take full color digital photographs of the inside and outside of your home for flyers, advertisements and internet marketing.
62. Take aerial photos and video of your home for email blasts, advertisements and internet marketing.
63. Install hi-tech lock box to allow buyers and their agents to view your home conveniently but not compromise your family's security.



# Classic Real Estate 173- Step Action Plan

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64. Write remarks within the MLS system specifying how you want the property to be shown.
65. Prepare detailed list of property amenities to have readily available at your home, to include in Marketing Booklet, and assess market impact.
66. Prepare MLS property Profile Sheet.
67. Proof read MLS database listing for accuracy - including proper placement in mapping function.
68. Enter property data from Profile Sheet into MLS Listing Database.
69. Electronically submit your home listing information to the Multiple Listing Service for exposure to all active real estate agents in the area.
70. Input into MLS listing digital photos of the interior and exterior of your home allowing buyers and agents to view pictures when narrowing down homes they will actually view.
71. Add property to Classic Real Estate's Active Listings list; provide information in office for Realtors when potential buyers call for details.
72. Provide you with signed copies of Listing Agreement with MLS Profile sheets.
73. Review Marketing System and the benefits provided, resulting in the rapid sale of your property.
74. Offer Broker Tour, if applicable, to provide you with professional feedback and additional ways to best promote your home.
75. Offer a Broker's Open, if applicable, to promote your property to local Realtors and their customers, to maximize showings.
76. Create advertisements including information from Personalized Advertising Questionnaire.
77. Prepare mailing and contact lists.
78. Create, print, assemble, and mail compelling flyers to hand deliver and/or mail to target customers to stimulate interest in your home.
79. Promote your home to our exclusive Agent Network Group, exposing your home to hundreds of active Realtors.
80. Create and send marketing e-fliers to our list of buyers in waiting
81. Create a marketing property brochure of features and lifestyle benefits of your home for use by buyer agents showing your home. This will be prominently displayed in your kitchen or entry way.
82. Convey all price changes promptly to internet real estate sites.
83. Capture feedback from agents after all showings.
84. Update you of progress of by place regular weekly calls or emails to you to discuss all showings, marketing, and pricing.

## Classic Real Estate 173- Step Action Plan

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85. Research weekly current laws, interest rates, and insurance conditions as it relates to the housing industry, and specifically how it impacts the sale of your property. Notify you of any conditions changes promptly.
86. Notify you immediately of any offers, potential offers, or needs.
87. Discuss feedback from showing agents with you to determine if changes will accelerate the sale.
88. Search the MLS system for Realtors most likely working with buyers that are looking for a home similar to yours. Then send them your home listing information for them to review.
89. Maximize showing potential through professional signage. Classic Real Estate has one of the most recognizable logos in Santa Clarita Valley.
90. Install Classic Real Estate sign in front yard when allowed by Home Owners Association.
91. Market your home on the following internet sites: Craigslist, Zillow, Trulia, Google, and over 100 other sites!!
92. Submit a crisp, clean digital montage of photos complete with personally written remarks detailing your home and uploaded on all applicable websites.
93. If Open House is to be held, arrange for social media advertising to be held before Open House to maximize number of customers.
94. Target market to determine who the most likely buyer willing to pay the highest price will be.
95. Use other marketing techniques; such as offering free reports to multiply chances of buyers calling in, discussing pre-qualifying and touring your home.
96. Help you prepare the Seller Utility Sheet which includes information on utilities and services the buyer will need to know when transferring after closing.
97. Prepare a financing sheet with several financing plans to educate buyers on methods to purchase your home.
98. Advertise home to our VIP buyers as well as all qualified buyers in my database.
99. Deliver copies of marketing materials of your home to you for your review.
100. Distribute flyers to all agents in local area. Promote your home by distributing flyers to local lenders and potential buyers who are relocating to our area.
101. Promote your home to top agents in other areas.
102. Track all home showings to keep record of marketing activity and potential purchasers.
103. Follow up with all the agents, who have shown your home, via email or personal call to answer questions they may have.

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104. Prepare a weekly market analysis update of any activity in your neighborhood (i.e. new homes on the market, homes that have sold, etc.) to keep you informed about the key market conditions within your area.
105. Pre-qualify all buyers whom our agents will bring to your home before showings to avoid wasting your time with unqualified showings and buyers.
106. Discuss qualification of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing on the sale.
107. Provide Open House with licensed Realtors at your request.
108. Handle paperwork if price adjustment is needed.
109. Take all calls to screen for qualified buyers and protect you from curiosity seekers "Tire Kickers".
110. Receive and review all Offers to Purchase Contracts submitted by buyers or buyers' agents to determine best negotiation position.
111. Communicate with buyers' agents to review buyer's qualifications and discuss offer.
112. Communicate with buyers' lender to review buyer's qualifications and financing type.
113. Evaluate offer and prepare a "net sheet" on each offer for you to compare.
114. Counsel you on offers. Explain merits and weakness of each component of each offer.
115. Obtain pre-qualification letter on buyer from lender.
116. Negotiate highest price and best terms for you and your situation.
117. Prepare and convey any counteroffers, acceptance, or amendments to buyer's agent.
118. Fax, email, or hand deliver copies of contract and all addendums to closing title company.



## Classic Real Estate 173- Step Action Plan

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119. Fax, email, or hand deliver copies of contract and all addendums to lender.
120. Once an offer to Purchase Contract is accepted and signed by you, we deliver signed offer to buyer's agent.
121. Record and promptly deposit buyer's earnest money in escrow account.
122. Deliver copies of fully signed Offer to Purchase contract to you.
123. Provide copies of signed Offer and Purchase contract for office file.
124. Advise you in handling any additional offers to purchase that may be submitted between contract and closing.
125. Change status in MLS to "Active Under Contract"
126. Assist buyer with obtaining financing, if applicable and follow-up as necessary.
127. Coordinate with lender on Discount Points being locked in with dates.
128. Deliver unrecorded property information to buyer.
129. Order septic system inspection, if applicable.
130. Receive and review septic system report and assess any possible impact on sale.
131. Order termite inspection, if applicable.
132. Receive and review termite report and assess any possible impact on sale.
133. Coordinate home inspection and access to property.
134. Deliver copy of all reports to buyer and lender.
135. Handle any request for repairs.
136. Handle contingencies, if any.
137. Confirm Verification of buyer's Earnest Deposit.
138. Follow buyers loan through processing to underwriting.
139. Communicate with lender weekly to ensure processing is on track.
140. Relay final approval of buyer's loan application to you.
141. Coordinate buyer's home inspection with you.
142. Review home inspection report and handle any safety issues.
143. Assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs.
144. Schedule Appraisal.
145. Provide comparable sales used in marketing pricing to Appraiser.
146. Follow up on Appraisal.
147. Assist seller in questioning appraisal report, if it seems too low.
148. Coordinate closing process with buyer's agent and lender.
149. Update closing forms & files.
150. Review escrow paperwork with seller to answer any questions regarding process.
151. Review seller disclosures and assist in completing all disclosures with any information that buyer needs about the home.

## Classic Real Estate 173- Step Action Plan

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152. Deliver all completed seller disclosures to buyer and/or buyer's agent.
153. Update closing forms & files
154. Ensure all parties have all forms and information needed to close the sale.
155. Confirm closing date and time and notify all parties.
156. Assist in solving any title problems (boundary disputes, easements, etc.)
157. Work with buyer's agent in scheduling and conducting buyer's Final Walk-Thru prior to closing.
158. Request final closing figures from closing agent.
159. Receive & carefully review closing figures on HUD statement to ensure accuracy of preparation.
160. Request copy of closing documents from closing agent.
161. Review final figures on HUD statement with you before closing.
162. Confirm buyer and buyer's agent have received title insurance commitment.
163. Order and Deliver Home Warranty Policy to buyer and buyer's agent.
164. Review all closing documents carefully for errors.
165. Coordinate closing with your next purchase and resolve any timing problems.
166. Arrange possession and transfer of home (keys, warranties, garage door openers, community pool keys, mail box keys, etc.)
167. Change MLS listing status to Sold. Enter sale date and price, selling broker and agent's ID numbers, etc.
168. Answer questions about filing claims with Home Warranty company if requested.
169. Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied.
170. Respond to any follow-up calls and provide any additional information required from office files.
171. Help you relocate locally, or out of area with highly experienced Classic Real Estate Referral Agents across the globe - you are sure to have the highest quality agent to help you on both sides of your move to make it worry and stress free.
172. You benefit from the experience and contacts that over 50 combined years of knowledge comes from Classic Real Estate.
173. Our agents are full time Realtors - not part time real estate agents. Our designations include GRI (Graduate of Realtor Institute), SRES (Seniors Real Estate Specialist®). Your benefits include our expertise, and a wide range of market areas to promote your home.

Is there any question why Classic Real Estate Agents often sell homes for 99% of asking price with as little as 7 days on the market?

# CLASSIC REAL ESTATE

## EASY EXIT LISTING AGREEMENT

What's your biggest fear when you list your home with a real estate agent? It's simple. You worry about being locked into a lengthy listing agreement with a less-than-competent real estate agent, costing your home valuable time and exposure on the market.

Well, worry NO MORE!

Classic Real Estate takes the risk and the fear out of listing your home with a real estate agent.

HOW? Through our **EASY EXIT Listing Agreement**.

Classic Real Estate agents have strong opinions about real estate service. We believe that if you are unhappy with the service you receive, you should have the power to fire your agent. Therefore, when you list your home through our EASY EXIT Listing Agreement, you can cancel your listing with us at any time.

No hassles. It's easy.

- √ You can cancel your listing anytime
- √ You can relax, knowing you won't be locked into a lengthy contract
- √ Enjoy the caliber of service confident enough to make this offer

Only one restriction applies... we ask that you voice your concern and give us seven (7) days to try and fix the problem. That seems fair, doesn't it? If we can't fix any concerns within the seven day period, you are free to withdraw your listing.



# CLASSIC REAL ESTATE

## SUGGESTED QUESTIONS TO ASK

### Your Listing Agent

1. Do you work as a full-time Realtor?
2. How many potential buyers and sellers do you talk with in a week? A month? Of these you speak with, how many actually contact you as opposed to cold calling?
3. In what ways will you encourage other Realtors to show and sell my home?
4. What can you tell me about the real estate market in this area?
5. What price do you recommend for my home, and what is it based on?
6. What are your average days on market?
7. What is your list to sales price ratio?
8. What kind of advertising do you do? May I see some samples?
9. How often will my home be advertised and where?
10. How do you attract buyers from outside the local area?
11. Do you have a system to follow-up with other agents and brokers so that we get valuable feedback after every showing?
12. How often, and in what way will I be kept informed?
13. Are you associated with a national referral network that refers their buyers to you and gives you the opportunity to refer me to the top agent in the town or state I may be moving to?
14. Do you have a Team to help with the details, or are you a one man/woman show & do it all yourself?
15. Do you have a way to market my home through the internet or virtual tours?
16. Do you have a Specific Marketing Plan designed to sell my property quickly and for top dollar? How does it go beyond placing a sign in my yard, an ad in the paper, and notifying the Multiple Listing Service?
17. May I see a copy of your last listing as it appears to other Realtors on the MLS?
18. Do you have a 800# Hotline so that my home is marketed 24-hours a day, 7 days a week?
19. Do you have references that I may call?
20. What happens if I am not happy with your service? Can I cancel my listing if I am not satisfied or am I locked in?

# SELLING YOUR HOME

## FACT...

On average...Buyers view 12 homes before making an offer.

That means 11 other homes are competing against yours.

## WHAT THAT MEANS TO YOU...

Your home will sell at highest profit and in the quickest amount of time when all the ingredients are combined perfectly.

If only one ingredient is left out of the formula, or is out of proportion to the others, your home will take longer to sell and will, quite possibly, COST YOU MONEY.

Classic Real Estate knows what ingredients combine to sell your home fast and for top dollar.



# 5 Essential Ingredients to Selling Your Home

In today's market buyers are increasingly savvy. Many sellers are "testing the market", resulting in a high number of listings. This means the competition is stiff!

Working together, we can make sure your home gets the attention it needs to stand out from the pack.

Your job is to make your home bright, shiny, and clean, as close to a "model" home as possible. Our job, as your real estate team, is to "tell the world" and work to gain maximum market exposure.

Let's go through these essential ingredients to selling your home fast and for top dollar.



There are five essential ingredients that comprise the formula for a **SUCCESSFUL SALE** of your home

1

#### LOCATION

The pricing of your home must reflect it's location. The better the location, the higher the acceptable price. School districts, high or low traffic, and highway accessibility all need to be considered in determining the value of your home's location. We cannot control the location.

2

#### CONDITION

The pricing of your home must accurately reflect its condition. The general upkeep and presentation of your home is critical to obtaining the highest value for your home. Nature of the roof, plumbing, carpets, and paint all relate to condition. Basic rule: If we can smell it...we can't sell it!

3

#### MARKET

Recession, inflation, interest rates, mortgage availability, competition, and the public's perception of the general economy all make up the market. We can, however, take advantage of the market.

4

#### TERMS

The more financing terms and options you accept, the more potential buyers there will be for your property. The pricing of your home must reflect the terms available. The easier the terms, the more valuable your property becomes. (this is where my team of professional affiliates really shine by offering a broad, full-spectrum of mortgage products and options to both you and all potential buyers!)

5

#### PRICE

PRICE is the #1 most important factor in the sale of your home.

# CLASSIC REAL ESTATE

## PRICE is the #1 most important factor in the sale of your home.

The consequences of making the wrong decision are painful. If you price your home too low, you will literally give away thousands of dollars that could have been in your pocket.

Price it too high, and your home will sit unsold for months, developing the reputation of a problem property (everyone will think that there is something wrong with it).

Failure to understand market conditions and properly pricing your home can cost you thousands of dollars and cause your home not to sell... fouling up all of your plans.

Setting the proper asking price for your home is the single biggest factor that will determine the success or failure of your home sale.

### **We WON'T Let This Happen To You!**

Utilizing the latest computer technology and my in depth knowledge of the market, we will analyze current market conditions in combination with your personal time requirements to identify the correct price range for your home.

### **You Can't Afford Any "Guesswork" In This Critical Step!**

**THE MCKEAN** *Team*

# CLASSIC REAL ESTATE

## PRICING GUIDELINES

1. What you paid for your property does not affect it's value.
2. The amount of money you need to get out of the sale of your property does not affect it's value.
3. What you think it should be worth has no effect on value.
4. What another real estate agent says your property is worth does not affect it's value.
5. An appraisal does not always indicate what your property is worth on the open market.
6. The value of your property is determined by what a ready, willing and able buyer will pay for it in the open market, which will be based upon the value of other recent closed sales - buyers determine value!

**DO NOT automatically list with the agent that gives you the highest price.**



# BENEFITS OF Proper Pricing

**FASTER SALE:** The property price gets a faster sale, which means you save on mortgage payments, real estate taxes, insurance, and other carrying costs.

**LESS INCONVENIENCE:** As you may know, it takes a lot of time and energy to prepare your home for showings, keep the property clean, make arrangements for children and pets, and generally alter your lifestyle. Proper pricing shortens market time.

**INCREASED SALESPERSON RESPONSE:** When salespeople are excited about a property and its price, they make special efforts to contact all their potential buyers and show the property whenever possible.

**EXPOSURE TO MORE PROSPECTS:** Pricing at market value will open your home up to more people who can afford it.

**BETTER RESPONSE FROM ADVERTISING:** Buyer inquiry calls are more readily converted into showing appointments when the price is not a deterrent.

**HIGHER OFFERS:** When a property is priced right buyers are much less likely to make a low offer, for fear of losing out on a great value.

**MORE MONEY TO SELLERS:** When a property is priced right, the excitement of the market produces a higher sales price in less time. You NET more due to the higher sales price and lower carrying costs.

THE **McKEAN** Team

# DRAWBACKS OF Over Pricing

Busting the misconception of “start high so we have some room to negotiate”

**REDUCES ACTIVITY:** Agents won't show the property if they feel it is priced too high.

**LOWER ADVERTISING RESPONSE:** Buyer excitement will be with other properties that offer better value.

**LOSS OF INTERESTED BUYERS:** The property will seem inferior in amenities to other properties in the same price range that are correctly priced.

**ATTRACTS THE WRONG PROSPECTS:** Serious buyers will feel that they should be getting more for their money.

**HELPS THE COMPETITION:** The high price makes the other homes look like a good deal.

**ELIMINATES OFFERS:** Since a fair priced offer will be lower than asking price and may insult the seller, many buyers will just move on to another property.

**CAUSES APPRAISAL PROBLEMS:** Appraisers must base their value on what comparable properties have sold for.

**LOWER NET PROCEEDS:** Most of the time, an overpriced property will eventually end up selling for less than if it had been properly priced to begin with, not to mention the extra carrying costs.





# EXCLUSIVE MARKETING SYSTEM

## INTERNET EXPOSURE WITH PROFESSIONAL PHOTOGRAPHY

In keeping pace with innovation and advancements in computer technology, we now will place your home on our internet site along with over 100 other Real Estate websites!

We are constantly looking for new ways to give our clients advantages over competitors in the marketplace that go beyond the traditional methods of marketing and promotion.

Full color pictures and detailed description of your home will be created, with targeted areas of your home highlighted. These amazing digital photo montages will be available to well over 100 million people worldwide - anyone with access to the internet on their computers!

And the best part...Our Professional Photographer will take these digital photos immediately and they will be submitted the same day your home hits the MLS!!!!



# THE HOME HUNTER SYSTEM

Classic Real Estate has a unique, proprietary system to attract buyers and ensure that each buyer will be properly assisted in finding the home that they are searching for.

Our team has a system that focuses specifically on assisting the large inventory of buyers that our innovative marketing strategies produce.

Each buyer is interviewed to determine the features and specifications that they are looking for in a home. That data is then entered into a computer system that will list the homes that match the buyer's criteria.

Buyers are given the features and benefits of those homes that meet their criteria, and will be assisted through each step of the process.

We focus all our efforts on finding a buyer for your home, unlike traditional agents who passively wait for a buyer to come along.

The system allows us to give exceptional service to a large inventory of buyers.



**WE VERY WELL MAY ALREADY HAVE A  
BUYER FOR YOUR HOME!**

**THE MCKEAN** Team

# CONTRACT & NEGOTIATIONS

When an offer is presented on your home, you will have **3 basic choices** in deciding how to respond.

1. **Accept the offer**
2. **Reject the offer**
3. **Make a counter offer**

Together we will thoroughly analyze the offer and discuss it's strengths and weaknesses. After studying the entire contract, we will give you our recommendation and then you will decide how to respond.

This is where a competent agent can be worth their weight in gold, because having the right wording or contingency clause in the contract can mean the difference between a smooth transaction or a messy court battle.

Being intricately familiar with real estate contracts, we know how to protect your best interests, Our vast experience in contracts and negotiation will benefit you!



THE **McKEAN** Team

# CONTRACT & NEGOTIATIONS

## CLOSING AND ESCROW

There is only one way to know what can go wrong in a real estate transaction... Experience!

We do not claim to know everything, since each day we learn something new in this ever-changing industry. However, we do have a vast knowledge base here within our company. Other companies may also have a large collective knowledge base. The biggest difference is that here at Classic Real Estate we share that knowledge with each other.

We are constantly sharing experiences and solutions to make each individual, and therefore the entire team, stronger and better able to manage each transaction.

Our closing department ensures that your transaction is getting the attention it needs!



# CLASSIC REAL ESTATE

## COMMON REAL ESTATE MYTHS... SOLVED!

**MYTH:** “Classic Real Estate sells a lot of real estate. Perhaps they are too busy to pay attention to my listing.”

**TRUTH:** Just as great restaurants are always busy and superior doctors have a heavy patient load, Classic Real Estate’s success in marketing and selling homes has resulted in a busy schedule. But like good restaurants and doctors, Dave has assembled a team of top-notch people to assist with all of the details. The result is outstanding customer service and support. The long list of satisfied clients speaks for itself.

**MYTH:** “A “discount” broker can do just as well and save me money.”

**TRUTH:** Successfully marketing a property in our competitive marketplace takes skill and resources. All of the promotional costs such as photos, brochures, printing, signs, advertisements, MLS fees, direct mail, etc. are paid for by Classic Real Estate. How will a discount broker offer such a complete marketing campaign? Does the discount broker have a team to personally tend to your specific needs? Do they have a proven track record of success, or are they just using the lower commission to try to win your business? Do they have the expertise to guide you through the problems that often develop during the closing process?

Remember that you only actually pay a brokerage fee if and when your property sells. Many sellers have found that their commission with a discount broker was really zero, because their property never sold! It is interesting to note that a discount broker does not have a dominant market share in any major city in the country.

**MYTH:** “I should select the agent that suggests the highest list price.”

**TRUTH:** This is the oldest scam in real estate sales: Tell the seller what they want to hear, compliment the home, and agree to list it at an unrealistically high price just to get the listing. Then, after you have the listing for a few weeks, start telling the seller that they need to reduce the price. We don’t play any games. We provide a well researched computerized market analysis to determine the true realistic price that your home will bear in today’s marketplace. The decisions of which agent to list with, and what price to ask, are two completely separate decisions.

**Never select an Agent based on the price they suggest, rather, select your agent based on their CREDENTIALS and MARKETING PLAN, and then decide on price together!**

# CLASSIC REAL ESTATE

## COMMON REAL ESTATE MYTHS... SOLVED!

**MYTH:** "Property condition is not that important to buyers."

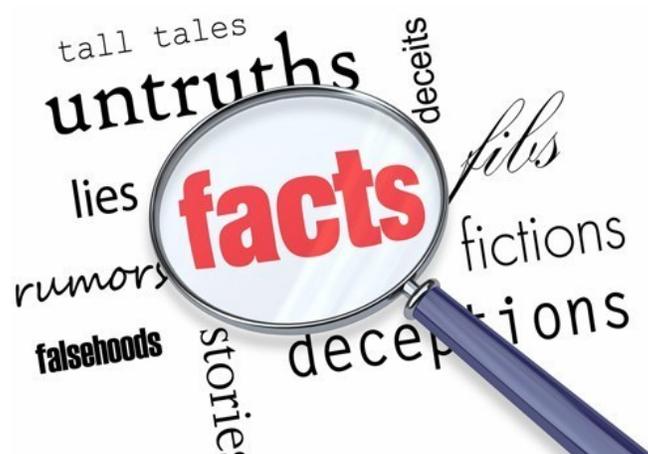
**TRUTH:** WRONG! A property in superior condition will sell faster and for a higher price than a home in average condition. Buyers purchase properties that are most appealing, in great condition, and have a reasonable asking price. Sellers that invest in necessary repairs and keep their home clean and fresh always reap the rewards!

**MYTH:** "Empty homes are harder to sell than occupied homes."

**TRUTH:** Vacant homes often sell faster for several reasons but again, it all depends on condition. A vacant home that is clean, in good repair, and priced fairly, will sometimes sell fast because the rooms will appear larger without furniture and clutter, buyers can easily visualize their furnishings in the home, and most agents prefer to show vacant homes because they can go anytime without worrying about making appointments, etc.

**MYTH:** "Pricing a home for sale is a mysterious process."

**TRUTH:** Your home will sell for what the market will bear. To determine the range of value for your home, it takes a solid knowledge of the market, and because every home is unique, your home will sell more near the high or low end of the range depending on its specific attributes like location and condition. We utilize a computer database along with years of experience to help you decide where to set the price. It is not simple, but it isn't mysterious either.



# NOTES