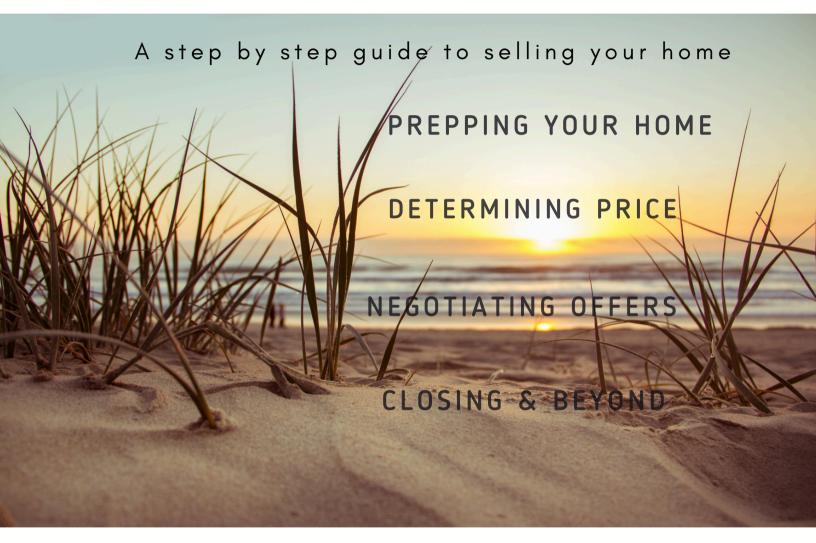
Cohen & Associates Real Estate

Listing YOUR HOME





Trish Cohen

BROKER-IN-CHARGE

843-902-8236

TRISH@MYRTLEBEACHSCREALTY.COM



Traci Marcey

SALESPERSON

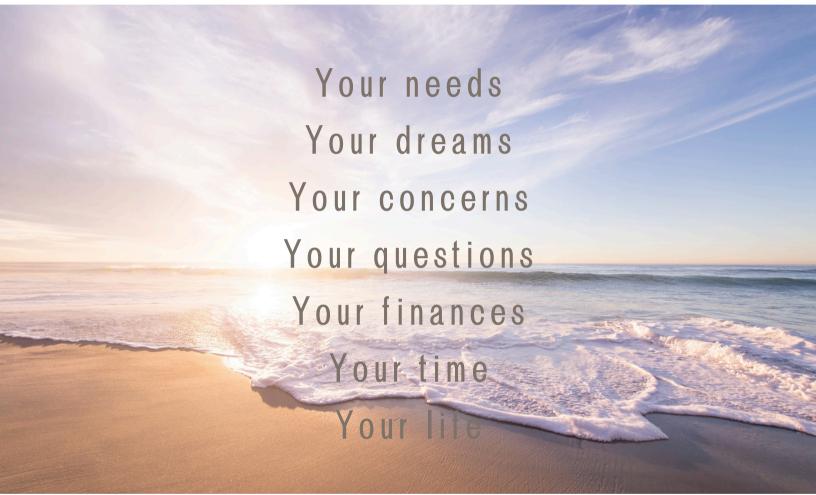
571-436-7780

TMARCEY2@GMAIL.COM



It's all about you!

Cohen & Associates Real Estate has been built around one guiding principle: It's all about you.

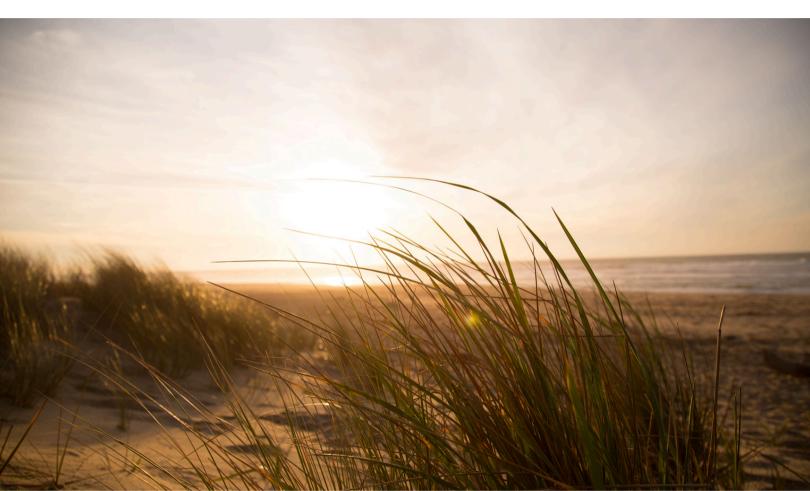


Our focus is on your complete satisfaction. In fact, I work to get the job done so well, you will want to tell your friends and associates about it. Maybe that's why more than 50 percent of our business comes from repeat customers and referrals.

Good service speaks for itself. I'm looking forward to the opportunity to earn your referrals too!

It's all about you!

At Cohen & Associates we believe



"Real Estate is actually more about people and relationships than property."

What We Deliver

Communication

Your needs always come first. I provide the service we agree to, in the ways that work for you, whether once a week, once a day, by phone, email or text message. That's how we'll do

You'll always be kept in the loop. From listing to closing, you'll know the status of our marketing efforts, the offers on the table and the steps leading to a successful closing once an offer is accepted. We'll agree on the communication method that works best for you.

Experience and Expertise

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, I will capably remove many potential challenges before they have the opportunity to appear.

Marketing

Your home will get the exposure it deserves. As a member of the Coastal Carolina Association of Realtors, we have access to the latest Real Estate Market Statistics and MLS to ensure your listing has the greatest exposure possible.

Pricing

Your home will be priced right, adjusted as needed, and will sell quickly. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at my fingertips.

Staging

Your home will put its best foot forward. Homes sell because of correct pricing and great presentation. I know what it takes to make the terrific first impression that will get your home sold.

Satisfaction

Our relationship is dependent on meeting and exceeding your needs. We identify those needs together,

Getting Ready To List

It can feel like the details are endless when you're selling a property. It is my job to streamline the process for you, ensuring everything is completed as quickly and efficiently as possible. Here's an overview of the steps we'll be taking along the way.

Communication makes all the difference.

You'll always know what's going on behind the scenes while your property is listed.

We will solicit feedback from each consumer and agent who views your property, passing their comments on to you.

We will work together to formulate a price adjustment strategy that sees us through your listing period. You'll receive regular progress reports, delivered as frequently as you request. Whether you prefer a phone call or an email, that's what you'll get.

Prepare your home for a successful sale.

More and more sellers today are seeing the value of investing in a preinspection on the property they are preparing to list. Whether or not you are confident in the condition of the home, an inspection can either give us professional, third-party validation, or reveal issues you should attend to before listing your property avoiding issues a buyer inspection could surface later, making them part of the final price negotiation.

We will evaluate the current state of your property and assist you in arranging any repairs or improvements needed to maximize your home's value and appeal.

When everything's in place, we'll put a lockbox on your property.

Getting Ready To List

Let's begin with this direct statement:

We are not the ones who decides how much your home is worth.

The market does.

It tells us exactly where to price your property to sell and how to approach the marketing of it.

Here are the factors that will affect the value in today's market:

Pricing your home properly from the start is the deciding factor on how long it will take to sell it. Pricing your home right is one of the most important steps involved in selling.

Location is the single most important factor in determining the value of your property.

The condition of the property affects the price and the speed of the sale. As prospective buyers often make purchases based on emotion, first impressions are important. We will be able to help in optimizing the physical appearance of your home to maximize the buyer's perception of value.

Prospective buyers are going to compare your property – both the condition and the price – to other listings in and around your neighborhood. Those buyers will determine value based on properties that are listed or have recently sold in the area.

Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.

PRE-LISTING hecklist

CLEAN, DECLUTTER, ORGANIZE & FRESHEN UP

Straighten furniture & rugs **Dust shelving & ceiling fans** Wipe down all tables, shelves, and cabinets Polish wood furniture Clean all baseboards **Declutter & organize garage** Deep clean kitchen & bathrooms **Dust TV's** Put up all dishes and declutter cabinets Put up decorative towels **Organize pantry & refrigerator** Pack away valuable belongings **Organize cabinets** Mop floors Wipe down doors & doorknobs Clean and organize porch/patio **Empty & clean trash cans** Wash all windows inside & out Wipe down screen & glass doors Make beds or change bedding Remove excess nails from walls Clean switch plates & outlet plugs **Hide stray cords** Vacuum carpets & rugs Pack up personal photos Clean inside of stove Clean up & organize all linen/bedroom close Get rid of odors and add scents Have carpets professionally cleaned Clean all appliances Put away pet food & supplies Touch up ceiling

Put away shoes

EXTRA NOTES:

Touch up interior doors

THE HOME SELLING PROCESS

What to expect from start to finish

- Evaluate your needs
- Set the right price
- Determine time frame
- Research
- Implement a customized marketing plan

- Prepare your property for sale
- Show to potential buyers
- Take feedback & make adjustments

- Receive, negotiate, accept offer
- Begin closing process
- Assist with mortgage, inspection & title process

- Final walk-through
- Assemble documents
- Attend closing
- Sign documents & contract

Closing & Beyond:

Coordinating Your Sale to a Successful Closing

All potential buyers will be pre-qualified so valuable time isn't wasted.

Each offer will be presented and discussed with you.

We will negotiate the details of your transaction with the other agent.

Closing will be prepared, coordinated and finalized for you.

Beyond the Sale

Do you need an agent to assist you in your relocation?

Need a recommendation for a moving company?

Would a moving checklist help?

We are happy to refer you to great providers of other real estate-related services.

IWe are here to make the sale of your home as smooth and stress-free as possible.



WITH CONFIDENCE

every step of the way



Trish Cohen
843-902-8236
Trish@MyrtleBeachSC
Realty.com



Traci Marcey
571-436-7780
TMARCEY2@gmail.com