

# *Sellers Solution*



*Presented by*  
**RE/MAX Advisors**

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# PERFORMANCE CAMPAIGN GUARANTEE

Dear Seller,

We're so confident that our real estate system will work for you, that we guarantee you the right to cancel your listing agreement at any time prior to accepting an offer to purchase your property, if you feel our service doesn't live up to our promise. Most listing agreements lock you into long-term commitments and lengthy broker protection periods with heavy cancellation fees - in other words, an agreement your agent can get out of, but you can't.

It is our objective to have as many qualified buyers as possible exposed to your property until it is SOLD. Furthermore, we will communicate the results of our activities to you on a regular basis. We will assist you in obtaining the highest dollar value for your property with the least amount of difficulties. Finally, we will constantly seek the best possible methods of exposing your property to potential buyers in the marketplace. In the event our promises are not fulfilled during your six-month listing agreement, upon your request we agree to give you an unconditional release - my commitment to superior service and exceptional results. We also GUARANTEE to have your property sold in 120 days or less! This is not a gimmick, but not every property qualifies... See \$1000 Guarantee Sales Certificate.

## **Action Step:**

*Comparative Market Analysis (CMA)*

*Submission to MLS (Multiple Listing Service)*

*Help Staging Your Home/Pre-inspection*

*Quality Interior & Exterior Photos*

## **Benefit:**

*Essential to determine the value by providing an offering price to achieve your goals. Realistic pricing will achieve maximum price in a reasonable time.*

*Multiple Listing Services mean maximum exposure for your home.*

*Proper staging with a pre-inspection helps discover potential needed updates and/or repairs to enhance the salability of your home.*

*Spark purchasers' interest as they view an uncluttered, depersonalized home. They can easily imagine their family & belongings in your home.*

***Prospect Match in MLS***

***Continuously check our database for all buyer prospects matching the criteria of your property.***

***Nationally Recognized Yard Sign***

***A RE/MAX sign, known nationwide, generates buyer interest as they preview neighborhoods where they desire to live.***

***Specialized Sign Riders, if applicable***

***Provide additional information to entice buyers' interest.***

***Internet Advertising***

***Syndication to over 400 sites provides immediate information on your property 24 hours a day, 7 days a week to prospective buyers.***

***Facebook/Social Media***

***Another avenue used to expose your property to potential buyers.***

***Target Marketing in Your Neighborhood***

***Surrounding neighbors may have family or friends they wish to move into the neighborhood.***

***Weekly Reports***

***Every Monday we send an email update providing an activity summary, market listing activity & competing properties to keep you informed.***

***Feedback After Showings***

***Feedback is important to determine necessary adjustments & a chance to overcome possible objections, based on cooperation of the buyers' agent.***

***Personalized Communication***

***You will receive a personal phone call a minimum of every 10 days to answer any questions you may have and provide an update.***

***Net-Out to Determine “Cash In Pocket”***

***It doesn't matter what price you sell your home for, more important is what's in your pocket when you close the sale.***

***Experience***

***Over 100 combined years of experience will help get your home sold faster and for more money.***

***Support Staff***

***Although showing confirmations are available to you via text and email, our professional support staff is ready to personally assist with your appointments - not an automated phone service which can be frustrating to all parties involved with your transaction.***

***No Office Floor Time***

***Some offices have “floor agents” answering questions about your home. How can they properly portray your home if they have never seen it? Another benefit... if we secure the buyer for your home, it will result in commission savings for you.***

***Follow-Up After The Sale***

***Our client care services keep us in touch for years after your closing. We're always available to answer questions, help with issues or concerns in the future and provide market updates.***

***We will provide the action steps above working together to make your move a reality!***

# \$1,000 Guaranteed Sale Certificate

If we have not accepted an offer on your property within 120 days of signing your listing agreement, we will credit you the sum of **\$1,000\*** at closing, subject to the following conditions:

## Conditions:

- ◇ The first basic requirement is that we must be able to determine your property is in an area that's selling. If there is something about the area that's taking longer to sell, there's nothing we can do to change market conditions and the force of nature.
- ◇ How do we determine if your property is in an area that's selling? We must find 3 comparable properties that have sold during the past 90 days. If we find 3 comparable sales, we take the average sales price. That will give us the amount we can expect the property to sell for.
- ◇ We will average the 3 comparable sales and list your property at no more than 2% above the average sale price.
- ◇ A six-month listing agreement must be signed.
- ◇ The property must meet our marketing requirements, including a 2-5% listing price adjustment every 30 days (listing price amendment) **if** it's determined our market has declined since the original listing date.
- ◇ The property must be maintained at all times as detailed in the "43 Easy Ways To Make Your Home Sell Faster" report, and any needed repairs must be completed before the 120-day guarantee period begins.
- ◇ Marketing strategy to include 24-hour Internet advertising, RE/MAX "for sale" sign, and lockbox.
- ◇ Seller agrees to provide a one-year home warranty on the property, payable at closing.
- ◇ This Guarantee does not apply to Short Sales, since we have no control over your lender's timeframe or decisions. Not applicable for vacant land sales.
- ◇ A successful sale and closing has taken place, with RE/MAX Advisors employed as the listing broker and receiving a commission as stated in our listing agreement.

## Amount of Credit to Seller At Closing Is Determined By the Sales Price:

- \* \$1,000.00 if the property sells for \$200,000 or more
- \* \$750.00 if the property sells for \$150,000 to \$199,999
- \* \$500.00 if the property sells for \$100,000 to \$149,999
- \* \$250.00 if the property sells up to \$99,999

<b>Seller Signature</b> _____	<b>Date</b> _____
<b>Seller Signature</b> _____	<b>Date</b> _____
<b>Agent Signature</b> _____	<b>Date</b> _____

## Where Will You Advertise My Property For Sale?

The vast majority of buyers search for homes on their computers and phones. Your listing will be readily accessible to agents and buyers via the Internet and social media. Here are some of the websites where potential purchasers can find your listing:





## Four Common Mistakes Made by Home Sellers... and How to Avoid Them

### 1. Not Preparing Your Home to Look Attractive To Buyers

Your home is competing with many other homes. Buyers purchase a home on emotion, not logic. The best marketing program in the world can only bring buyers into your home... not make them like the home! Clean and stage your home to accentuate its best features!

### 2. Signing a Long-Term Listing Contract Without a Written, Specific Performance Guarantee



Don't rely on verbal promises. Make sure that you receive a written promise stating that you can cancel if the service doesn't live up the promise.

### 3. Overpricing



Never select an agent just because they're willing to list your property at the highest price. Overpricing can be disastrous. The best solution for the seller is to list at or near current market value. If sellers list too high, they are risking the chance that their best buyer has moved on to other prospects and forgotten all about the high-priced listing.

### 4. Not Obtaining Written Pre-Approval for a Mortgage for Your Next Home



Nothing is more heartbreaking than to sell your home and find your new dream home, only to find that you can't obtain financing for that home. A pre-approval is a formal, written promise by a mortgage lender to provide you with a new home loan, after review of your finances. Talk to a lender before listing your current home, so that you know what you qualify to purchase after the sale.

## How Market Value is Determined

The market value of your home is determined in several ways...

### **The market value of your home is NOT:**

1. The amount you have invested in your home
2. The amount of proceeds you want to clear in your pocket at closing
3. The sales price you want
4. Your personal appraisal completed for a refinance or equity line of credit
5. What you heard your neighbor's home sold for
6. What the tax office says it's worth
7. How much it's insured for
8. Based on prices of homes where you are moving

### **The true market value of your home is... what a buyer is willing to pay for the property:**

1. Based on today's market
2. Based on today's competition
3. Based on today's financing
4. Based on today's economic perceptions
5. Based on the buyer's perception of the condition of the property
6. Based on the location
7. Based on normal marketing time

### **As you advance through your marketing period, you may observe some warnings:**

- Realtor elimination:
  - If the realtor are not previewing it and do not show it, they are eliminating it.
- Buyer elimination:
  - If it is being shown with no results, the buyers are finding better properties to buy and they are eliminating your property.

### **How to sell your property in today's market**

On a scale of 1-10 (and 10's are the ones that are selling), how can your property be a "10"?

1. By improving the conditions dramatically
2. By offer good terms
3. By improving the way the home shows (clean, declutter, eliminate offensive odors)
4. By adjusting the price

### **Overpricing doesn't give maneuvering room... it turns buyers off!**

### **The best solution is to list at or near current market value!**

- An appropriate listing price will immediately attract attention.
- A home that is priced realistically and marketed effectively will always sell.
- Your house will not sell for more than the best offer from the best buyer in the current market.





# 43 Easy Ways to Make Your Home Sell Faster & For Top Dollar

Suggestions and ideas to improve your home's appearance and help you prepare to sell it faster!

## **Throughout the House:**

1. Open the draperies, pull up the shades, and let in the sunlight.
2. Create a positive mood. Turn on all lights, day or night, and install higher wattage light bulbs to show your home brightly.
3. Remove clutter from each room to visually enlarge them.
4. If you have a fireplace, highlight it in your decorating.
5. Keep your home dusted and vacuumed at all times.
6. Replace the carpet if it does not clean up well.
7. Have a family "game plan" to get the home in order quickly if necessary.
8. Air out your home for one-half hour before showings, if possible.
9. Lightly spray the house with air freshener so it has a chance to diffuse before buyers arrive.
10. Put family photos in storage.
11. Improve traffic flow through every room by removing unnecessary furniture.
12. Create the feeling of a spacious entry area by using decorative accents and removing unnecessary furniture.
13. Putty over and paint any nail holes or other mishaps in the walls.
14. Paint all interior walls a neutral color to brighten the home and make it look bigger.
15. Repair or replace any loose or damaged wallpaper.
16. Clean all light bulbs and light fixtures to brighten the home.
17. Wash all windows inside and out.
18. Use plants in transitional areas of your house.
19. Make the most of your attic's potential.
20. Remove and/or hide excess extension cords and wires.
21. Open doors to areas you want potential buyers to see such as walk-in closets, pantries, attics.
22. Remove all smoke and pet odors.
23. Repair or replace loose or missing banisters and handrails.

# 43 Easy Ways to Make Your Home Sell Faster & For Top Dollar

Suggestions and ideas to improve your home's appearance and help you prepare to sell it faster!

## **In the Kitchen:**

- 24. Microwave a small dish of vanilla twenty minutes before a showing and place it in an out-of-the-way place.
- 25. Highlight an eat-in area in your kitchen with a table set for dinner.
- 26. The kitchen and bathrooms should always be spotlessly clean.
- 27. Expand your counter space by removing small appliances.

## **In the Bedrooms:**

- 28. Create a master suite effect in your decorating.
- 29. Depersonalize bedrooms and decorate in a neutral scheme.
- 30. Make sure that the beds are made and the linens are clean.
- 31. Organize your closets, remove unnecessary items and put them in storage.

## **In the Bathrooms :**

- 32. Do not leave used towels around; wipe down the sinks and shower areas after each use.
- 33. Re-caulk the tub if the caulk is not sparkling white.
- 34. Repair or replace broken tiles in the shower/tub.
- 35. Replace shower curtains and keep them clean.
- 36. Put out fresh towels and decorative soaps.

## **Outside:**

- 37. In warm weather, keep the yard mowed and raked at all times. Use flowering plants to dress up the yard, walkway and patio. In winter, make sure your driveway and walkways are clear of snow and salted as necessary to allow easy access to potential purchasers.
- 38. Trees and shrubs should be trimmed and pruned.
- 39. Remove all toys, bicycles, tools, unsightly patio furniture, and trash from the yard.
- 40. Porches, steps, verandas, balconies, patios, and other extensions of the house should be kept uncluttered, swept, and in good condition.
- 41. Paint all entrance doors and make sure the front doorbell is in good working order.
- 42. Be sure the front door and screen door work perfectly.
- 43. Make sure the garage door opens easily. Fix and paint the garage door if necessary.



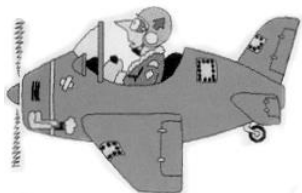
## Welcome Aboard!

Buying or selling your home is like taking an airline flight across the country. When you start on your trip, you have no idea how the trip will go. Neither does the pilot! You could run into 50 different types of turbulence or you could have a smooth flight and land on time.

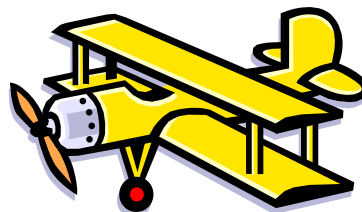
Certainly, the pilot will try to use his or her experience to navigate around storms and go for the smoothest flight plan, but if they're honest, they can't promise a turbulence-free trip. Their job is simply to get you to your destination in the least time and with the least amount of aggravation, while keeping you informed throughout the trip.

As your real estate consultant, I see myself as the pilot of your plane. My job is to assist you in buying or selling your home with the least amount of aggravation. I can't promise you there won't be turbulence, but I can promise that I'll utilize my experience and expertise to take you on the smoothest flight possible. And if we do hit turbulence, I won't bail out on you! I'll be your teammate throughout the flight until we get you safely to your destination.

I look forward to a safe and timely landing! If you have any friends or family who would like to travel with me, please give me a call with their name and number. It helps me keep "fares" low and gives you First Class Service!



**RE/MAX**  
**Advisors**



## Interview Questions to Ask All Agents Applying for the Job of Selling Your Property



*Determine quickly if they are qualified to sell your property for top dollar!*

- ✚ Are you a full-time Realtor?
- ✚ In what area and in what aspect of the market do you specialize?
- ✚ What percentage of your business comes from referrals from your satisfied clients?
  
- ✚ **Based upon what you know about my situation, should I sell now?**
- ✚ What is the current market trend?
- ✚ How confident are you that you can sell my home? Why?
- ✚ Do you have a written market plan specifically designed to sell my property?
- ✚ Do you offer a guaranteed sales program?
  - What about a written performance guarantee?
  - May I cancel the listing at any time if you do not keep your promises?
  
- ✚ How do you market properties directly to buyers?
  - How many websites will advertise my home for sale?
  - Will you market my home on social media?
  - What other marketing techniques will you use to get my property sold?
  - How often do you find the buyer for your listings?
  
- ✚ Do you provide a post-service questionnaire for your sellers to perfect your business?
  - Do you have those results available for my review?
  - May I contact the respondents directly?
  
- ✚ Prior to listing, will you provide me with a written estimate of closing costs and proceeds?
  - Will you send me a revision based upon an offer to purchase?
  
- ✚ Will you complete a virtual tour of my home?
- ✚ How often will I hear from you after you list my home?
- ✚ Will I receive a weekly Seller Summary Report and Neighborhood Market Update?
- ✚ Do you provide an exterior yard sign advertising my home?
- ✚ What can I do to help sell my property?
- ✚ After I accept an offer, how often will you inform me about the inspection, appraisal, buyer's loan progress, and upcoming closing?
  
- ✚ What about after closing?
  - Will you follow up with me to guarantee continued satisfaction?
  - Do you have a list of preferred contractors and services to help me in the future?