

# Knoche Place Like Home

Brick by brick, we are here to help you coordinate the path to your clients selling their home or owning the home of their dreams. We are an extension of your team and are meant to enhance both your and your clients' overall experience because we know there really is 'Knoche place like home!'



## What you can expect from us

### Brains

- Knowledge of the real estate buying & selling process
- Understanding of real estate input systems & compliance documents

### Courage

- Communication to all parties - lenders, title, co-op & clients
- Weekly updates on all your deals
- Calendar reminders for deadline due dates

### Heart

- Detail Oriented, Flexible Schedule and Consistently Available
- Some weekend availability

## What we need from you

- New Agent Intake Form providing us with access to your systems and background of your current process
- New Package Intake Form so the process can begin on each individual property
- Copied or updated on necessary communication

## About Knoche Place Like Home

Sam has over three years experience in the Southwest Ohio real estate market and can assist you with any administrative duties related to the contract-to-close process, both on the listing and the selling side for your clients! Sam lives in Monroe, Ohio with her husband, four kids and dogs, Beckett & Belle.



### SAMANTHA KNOCHE

Owner/Transaction Manager

513.305.7210

[samantha@knocheplacelikehome.com](mailto:samantha@knocheplacelikehome.com)

[www.knocheplacelikehome.com](http://www.knocheplacelikehome.com)

"Somewhere over the rainbow... dreams really do come true." -Dorothy



# Package Prices

## BASIC PRICELIST:

LISTING COORDINATION	\$150
SELLER CONTRACT TO CLOSE	\$200
BUYER CONTRACT TO CLOSE	\$200

## ULTRA PRICELIST:

LISTING COORDINATION	\$200
SELLER CONTRACT TO CLOSE	\$250
BUYER CONTRACT TO CLOSE	\$250

## ADD ONS:

RUNNER TASKS (ADDITIONAL TRIPS AVAILABLE UPON REQUEST)	\$100
MLS ENTRY ONLY	\$100
OFFER TRACKING	\$75
MAKE IT PERSONAL	\$25
WEEKEND AVAILABILITY (BY REQUEST)	\$25
COMPLIANCE ADD ON	\$50

# Listing Coordination Basic



Summary: Take the ease out of your next listing and spend all your time marketing the home for your sellers for top dollar. Once the pictures have been ordered and the input sheet & ShowingTime instructions have been filled out, your work is done from the administrative side. Knoche Place Like Home will input all your listing information into the MLS (both Cincinnati and Dayton, if you'd like) and ensure you're in compliance with documents, as well as with the MLS. KPLH will also communicate directly with you and the seller when the property is live.

- TC to receive Package Intake Form from Agent (see time required at bottom!)
- TC to enter listing into MLS with Agent's completely prefilled MLS input sheet including remarks, measurements, etc.
- TC to enter photos into MLS – photos provided by agent
- TC to enter virtual media links in MLS – provided by agent
- TC to attach disclosures/feature sheets/plot, etc. in MLS (provided by the agent)
- TC to enter ShowingTime instructions provided by agent with agent directed method of Feedback to Seller
- TC to send agent provided Validation Form/Delayed Entry/Coming Soon Forms to MLS
- TC to input Open Houses in MLS
- TC to make any needed changes in MLS throughout the listing with a fully executed amendment to the listing agreement provided by the agent
- TC to enroll seller in listing home warranty coverage; TC will provide receipt copy to the agent and seller
- TC to ensure all required listing documents are in compliance and signed
- Listing is now LIVE email - TC to put together in one file, a complete copy of the listing docs; send ShowingTime app instructions; one page MLS report once listing is active

\*NEED AT LEAST 48 HOURS MINIMUM TO GET LISTING LIVE!

**PRICE - \$150**

\*Half off if also  
doing seller CTC  
package

# Listing Coordination Ultra



**Summary:** In addition to all the items mentioned in the Listing Coordination Basic, Knoche Place Like Home will schedule the pictures on your/the sellers' behalf, as well as collect any necessary HOA documents and utilities from the seller. KPLH will also make any necessary changes in the MLS (price changes, etc.).

- TC to receive Package Intake Form from Agent (see time required at bottom!)
- **TC to schedule photos on requested date/time**
- **Communicate to seller and agent when the time has been scheduled**
- TC to enter listing into MLS with Agent's completely prefilled MLS input sheet including remarks, measurements, etc.
- TC to enter photos into MLS – photos provided by agent
- TC to enter virtual media links in MLS – provided by agent
- TC to attach disclosures/feature sheets/flat, etc. in MLS (provided by the agent)
- TC to enter ShowingTime instructions provided by agent with agent directed method of Feedback to Seller
- TC to input Open Houses in MLS
- TC to send agent provided Validation Form/Delayed Entry/Coming Soon Forms to MLS
- **TC to work with seller to collect needed HOA docs if listing is part of an HOA**
- **TC to gather a list of utilities applicable to the property to share as part of the listing & buyer**
- TC to make any needed changes in MLS throughout the listing with a fully executed amendment to the listing agreement provided by the agent
- TC to enroll seller in listing home warranty coverage; TC will provide receipt copy to the agent and seller
- TC to ensure all required listing documents are in compliance and signed
- Listing is now LIVE email - TC to put together in one file, a complete copy of the listing docs; send ShowingTime app instructions; one page MLS report once listing is active
- **TC to make any needed changes in MLS throughout the listing**
- **TC to rearrange photos for listing after 3 weeks if home is still active**

**PRICE - \$200**

\*Half off if also  
doing seller CTC  
package

\*NEED AT LEAST 48 HOURS MINIMUM TO GET LISTING LIVE!  
IF PICTURES NEED ORDERED, 72 HOURS NEEDED!

# Seller CTC Basic



**Summary:** Once your sellers have an accepted contract on their home, Knoche Place Like Home will facilitate the contract to the closing table! KPLH will ensure you're your clients have top notch service throughout the process and will keep you apprised, as the agent, as things are brought forth. Communication between the co-op agent, lender, title company and sellers will be streamlined with KPLH. Timelines will be upheld and communicated with all parties as milestones are met.

- TC to receive Package Intake Form from Agent (TC will begin process within 24 hours of intake form being received, unless received on weekend, then process would begin on next working day)
- TC to gather contract and required docs from DotLoop/Docusign or via a PDF
- TC to ensure all required contract docs are in compliance and signed
- TC to mark the property pending in MLS
- TC to prepare timeline to closing for seller & email the timeline, copy of the contract & agency disclosure (and additional seller signed docs) in a congratulations email and CC agent
- Send text introduction to client, as well
- TC to send congratulations email to Co-op Agent along with list of key contractual due dates and CC agent
- TC to send an intro email to the buyers lender and CC agent
- TC ensure EM has been received and will request receipt from the buyer's agent
- TC to send agent due date reminders for EM due date, inspection due date, and HOA docs in calendar reminders
- TC to monitor contract due dates such as ITP, insurance deadline, appraisal has been scheduled/completed/ETA from appraiser, conditional approval, CTC
- TC will communicate with the seller and listing agent when the above mentioned have been completed (inspection, appraisal, etc.)
- TC to communicate with title company and execute realtor closing questionnaire (including seller authorization form); if possible, agent sheet will be loaded in DotLoop/Docusign
- TC to work with Agent on the closing date and send closing details (date/time/location) to the seller and CC agent; will add closing to agent's calendar
- TC to connect with the title company to receive ALTA,  
TC to review and send to the seller and CC agent
- TC to send "Happy Closing Day" text to clients
- TC to mark listing closed in MLS

**PRICE - \$200**



# Seller CTC Ultra



**Summary:** In addition to all items covered in Seller CTC Basic, Knoche Place Like Home will also send HOA docs to the co-op agent, will collect inspection receipts and walk through/key exchange worked out between the co-op agent and listing side. In addition, Knoche Place Like Home will wrap up the sale with a congratulations email requesting a review on the agent's behalf, as well as ensure a complete file in DotLoop or DocuSign with a copy of the settlement statement uploaded after closing.

- TC to receive Package Intake Form from Agent (TC will begin process within 24 hours of intake form being received, unless received on weekend, then process would begin on next working day)
- TC to gather contract and required docs from DotLoop/DocuSign or via a PDF
- TC to ensure all required contract docs are in compliance and signed
- TC to mark the property pending in MLS
- **TC to cancel any upcoming showings in ShowingTime if not showing for backups**
- TC to prepare timeline to closing for seller & email the timeline, copy of the contract & agency disclosure (and additional seller signed docs) in a congratulations email and CC agent
- Send text introduction to client, as well
- TC to send congratulations email to Co-op Agent along with list of key contractual due dates and CC agent
- TC to send an intro email to the buyers lender and CC agent
- TC to ensure EM receipt has been received and will request receipt from the buyer's agent
- **TC to ensure HOA docs are sent to co-op agent**
- TC to send agent due date reminders for EM due date, inspection due date, and HOA docs in calendar reminders
- TC to monitor contract due dates such as ITP, insurance deadline, appraisal has been scheduled/completed/ETA from appraiser, conditional approval, CTC
- TC will communicate with the seller and listing agent when the above mentioned have been completed (inspection, appraisal, etc.) \*\*all negotiations on inspections/appraisals done by the agent
- TC to communicate with title company and execute realtor closing questionnaire (including seller authorization form); if possible, agent sheet will be loaded in DotLoop/DocuSign
- **TC to gather utility information from the seller to provide to the buyer's agent**
- **Collect the inspection receipts from items noted in the defect notice, if any, from the seller to provide to the buyer's agent**
- TC to work with Agent on the closing date and send closing details (date/time/location) to the seller and CC agent; will add closing to agent's calendar
- TC to connect with the title company to receive ALTA, TC to review and send to the seller and CC agent
- TC to work with co-op agent to confirm walk through and how to handle keys if necessary and CC agent
- TC to send "Happy Closing Day" text to clients
- TC to mark listing closed in MLS
- **TC to enter copy of ALTA in DocuSign/DotLoop**
- **TC to send Follow Up After Closing Email to congratulate, request new address, request a review on behalf of the agent (and TC) and send the signed ALTA for their reference**

**PRICE - \$250**

# Buyer CTC Basic



**Summary:** Once your buyers have an accepted contract on their home, Knoche Place Like Home will facilitate the contract to the closing table! KPLH will ensure you're your clients have top notch service throughout the process and will keep you apprised, as the agent, as things are brought forth. Communication between the co-op agent, lender, title company and sellers will be streamlined with KPLH. Timelines will be upheld and communicated with all parties as milestones are met.

- TC to receive Package Intake Form from Agent (TC will begin process within 24 hours of intake form being received, unless received on weekend, then process would begin on next working day)
- TC to gather contract and required docs from DotLoop/Docusign or via a PDF
- TC to ensure all required contract docs are in compliance and signed
- TC to prepare timeline to closing for buyer & email the timeline, copy of the contract & agency disclosure (and additional buyer signed docs) in a congratulations email and CC agent
- Send text introduction to client, as well
- TC to send congratulations email to Co-op Agent along with list of key contractual due dates and CC agent
- TC to send an intro email, including a copy of the contract, to the buyers lender and CC agent
- TC to send agent due date reminders for EM due date, inspection due date, and HOA docs in calendar reminders; will include scheduled inspection when client schedules that
- TC to send EM receipt to co-op agent once received
- TC to monitor contract due dates such as ITP, insurance deadline, appraisal has been scheduled/completed/ETA from appraiser, conditional approval, CTC
- TC will communicate with the buyer and agent when the above mentioned have been completed (inspection, appraisal, etc.)
- TC to communicate with title company and execute realtor closing questionnaire; if possible, agent sheet will be loaded in DotLoop/Docusign
- TC to work with Agent on the closing date and send closing details (date/time/location) to the seller and CC agent; will add closing to agent's calendar
- TC to connect with the title company to receive ALTA, TC to review and send to the buyer and CC agent
- TC to send "Happy Closing Day" text to clients

**PRICE - \$200**

# Buyer CTC Ultra



**Summary:** In addition to all items covered in Buyer CTC Basic, Knoche Place Like Home will also send HOA docs to the co-op agent, will collect inspection receipts and walk through/key exchange worked out between the co-op agent and listing side. In addition, Knoche Place Like Home will wrap up the sale with a congratulations email requesting a review on the agent's behalf, as well as ensure a complete file in DotLoop or DocuSign with a copy of the settlement statement uploaded after closing.

- TC to receive Package Intake Form from Agent (TC will begin process within 24 hours of intake form being received, unless received on weekend, then process would begin on next working day.)
- TC to gather contract and required docs from DotLoop/DocuSign or via a PDF
- TC to ensure all required contract docs are in compliance and signed
- TC to prepare timeline to closing for buyer & email the timeline, copy of the contract & agency disclosure (and additional buyer signed docs) in a congratulations email and CC agent
- **TC will also include agent's preferred contacts in buyer's "congratulations email"**
- Send text introduction to client, as well
- TC to send congratulations email to Co-op Agent along with list of key contractual due dates and CC agent
- TC to send an intro email, including a copy of the contract, to the buyers lender and CC agent
- TC to send agent due date reminders for EM due date, inspection due date, and HOA docs in calendar reminders; will include scheduled inspection when client schedules that
- TC to monitor contract due dates such as ITP, insurance deadline, appraisal has been scheduled/completed/ETA from appraiser, conditional approval, CTC
- TC to send EM receipt to co-op agent once received
- **TC to send HOA docs to buyer once received**
- **TC to input any Home Warranty if buyer requests as part of contract (or inspection)**
- TC will communicate with the buyer and agent when the above mentioned have been completed (inspection, appraisal, etc.) \*\*all negotiations on inspections/appraisals done by the agent
- TC to communicate with title company and execute realtor closing questionnaire; if possible, agent sheet will be loaded in DotLoop/DocuSign
- **Collect the inspection receipts from items noted in the defect notice, if any, from the listing agent to provide to the buyer**
- **TC to gather utility information from the listing agent to provide to the buyer**
- TC to work with Agent on the closing date and send closing details (date/time/location) to the seller and CC agent; will add closing to agent's calendar
- **TC to work with co-op agent to confirm walk through and how to handle keys if necessary and CC agent; will add walk through to agent's calendar**
- TC to connect with the title company to receive ALTA, TC to review and send to the buyer and CC agent
- TC to send "Happy Closing Day" text to clients
- **TC to enter copy of ALTA in DocuSign/DotLoop**
- **TC to send Follow Up After Closing Email to congratulate, request a review on behalf of the agent (and TC) and send the signed ALTA for their reference**

**PRICE - \$250**



# Add On Options

## Runner Tasks - \$100

- Runner to put agent's sign and lock box (both provided by the agent) on the property
- Runner to get measurements of property for the listing agent
- Runner to pick up sign and lock box after closing/occupancy
- Additional trips for riders or pick up commission check - \$25 a run

## MLS Entry Only - \$100

- Entry in to Cincinnati and/or Dayton MLS - need 48 hour notice
- Agent to provide a fully executed MLS entry form
- Agents to provide remarks, photos and disclosures
- TC to enter the listing in to the MLS by specified date

## Offer Tracking - \$75

- Assist in tracking multiple offer scenarios
- Agent to send offers to TC as they arrive
- Create a folder in the listing Loop/Room with all docs sent by other agents
- Put a spreadsheet together with the major items from each offer
- Share spreadsheet with the sellers once offers have been cut off

## Compliance Add On - \$50

- Available for buyer and seller transactions
- Create or update property in office software platform
- Upload documents for compliance and submit
- Submit Commission
- Upload signed ALTA (provided by agent) after closing and submit

## Additional Benefits

- Weekend Availability by request for beginning a Contract to Close, Listing Input or Offer Tracking - additional \$25
- "Last Minute" Add On - if a listing needs to be entered in less than 24 hours, there will be an additional \$25 added to your invoice
- Half off Listing Coordination Package if also doing Seller CTC Package
- First Transaction - \$25 OFF!
- \$50 off total invoice for Dual Agency Transactions
- Ask about our agent referral program!

## Make It Personal - \$25

- Send card immediately following the closing to clients (buyers AND sellers)
- Send card immediately following to the co-op agent
- Buyers: schedule a card to be sent on their 1 year home anniversary
- Sellers: send pictures downloaded from of their house on a flash drive

# Admin Service Options

## Monthly CMAs - \$200/month

- KPLH to send up to 10 CMAs to clients
- Agent to provide list of 10 clients by the 10th of each month
- Mailing will go out by 25th of each month
- KPLH to cover postage/envelopes
- Pay per month (invoiced on 14th of each month) or annually (10% discount)

## Open House Prep & Follow Up - \$75

- KPLH to put together open house packet including RPD, property information sheet and a one page marketing sheet for open house
- Agent to provide KPLH with contact information received from potential buyers at open house
- Leads to be put in to agent Command with tags regarding lead source
- Leads can be added to drip campaign, if already created
- Invoiced per request

## Award Submissions - \$50 per submission

- Award Submission Request to be made to KPLH
- KPLH to pull all sales from Cincy & Dayton MLS for agent
- KPLH to prepare award, including gathering signatures, photos, etc.
- KPLH to send award to appropriate party
- Invoiced per request

## Monthly Birthday & Home Anniversary Cards - \$200/month

- KPLH to send up to 10 personalized birthday cards and 10 home anniversary cards every month
- Agent to provide list of 10 clients by 10th of each month
- KPLH to cover postage/card cost
- If you just want one set, \$100/month
- Pay per month (invoiced on 14th of each month) or annually (10% discount)

## Prep Packets - \$50

- Prepare 10 Listing Presentation OR Buyer Presentation Packets, as needed
- Print all required listing OR buyer documents to review at appointments (even though it may be sent electronically for signatures)
- Print any agent branded documents (provided by agent) to be included in packet
- Prepare packets/folders
- \*\*Folders to be provided by agent, KPLH will handle printing cost\*\*
- Invoiced per request

## Event Coordination

- Work with vendors/partners to coordinate special events for clients within agent's set budget
- Assist with any required marketing
- Pricing to be determined collaboratively based on amount of work expected

## Additional Projects (upon Request)

- If a project comes to mind that you need assistance with, KPLH will discuss availability & opportunity with agent to determine if scope of work is attainable
- Pricing to be determined collaboratively based on amount of work expected

# Termination Policy

We know things happen. We realize not every property closes. But with respect, there is work that's completed on the Transaction Manager's end that is done prior to that termination taking place. Please review the termination policies below!

## Seller Terminations:

- If a listing goes under contract with a buyer but the buyer terminates, a \$50 charge will be added on to the invoice once a new buyer is under contract. A lot of work is done at the beginning of a transaction with communications and tracking earnest money/ITP/inspections.
- If a listing terminates after the entry in the MLS has been completed but prior to the listing going under contract, the Listing Coordination Package will be the charged amount.

## Buyer Terminations:

- If a buyer goes under contract but terminates due to inspection/within the inspection window, \$50 will be charged.
- If a buyer terminates between inspection and appraisal/financing, then HALF the invoice amount will be due (this does not include any part of the invoice that would have come after closing, as an example, the "make it personal" package would not be part of the invoice).
- If a buyer terminates but the closing has already been scheduled (something comes up during walk thru, etc.) the FULL amount will be due (this does not include any part of the invoice that would have come after closing, as an example, the "make it personal" package would not be part of the invoice).

An updated invoice amount will be sent to you after the termination takes place. This can be paid immediately or on the next invoice if the buyer goes back under contract. If the buyer does not go under contract within a month, the termination fee will be due at that time. For listings it will need to be paid immediately or on the invoice once the property closes. Once the updated invoice amount is sent after the termination, we can discuss payment options!

# Payment Options

- Settlement statement: The easiest/best form of payment would be to add the KPLH invoice to the settlement statement. This can be done if the clients are paying for it.
- Check: A check after closing is fine but because it takes time to cut and send, please make sure the check has been issued is done within a week of the property closing.
- Venmo: There are no additional fees with this option, currently. A request can be sent after closing.
- Square: This is available to pay with CC or EFT but there will be some additional fees charged for all credit card payments. A request thru Square will be sent after closing.
  - Any amount due up to \$150 will have a \$5 charge added to it.
  - Any amount due \$150-350 will have a \$10 charge added to it.
  - Any amount due \$350-500 will have a \$15 charge added to it.
- Payment within a week of closing/commission check being deposited is expected. If the payment is more than two weeks after closing, KPLH will be adding a \$25 late fee for every two weeks it's late!