

# How I Serve My Sellers

## Minimize Stress, Maximize Price



### My Goal: Get You the Best Deal Possible

When it comes time to sell your home, you want the least stress and the most money. I know how to price, prepare, and market your home to get you top dollar. And get it sold quickly. I've covered this terrain hundreds of times. I'll get you through it with a minimum of worry.

I'll be with you through the entire process—from contract to closing—tracking every step, meeting every deadline, and getting you to the closing table with a minimum of anxiety.

I've lived in Vegas more than 20 years and been a full-time, licensed agent since 2005. I know the Valley, I know the market, and I know how to get your home sold for the most possible—quickly and smoothly. Drawing on 15 years of experience and hundreds of transactions, I'll put my proven systems to work for you.



### Focus on You

I start by listening to what you want. Then I get to work. I'll outline the process, let you know what the next step is, and guide you along the way. You'll always be in the driver's seat; my role is to navigate to keep us on track.



### Up-to-date Market Info

I'll make sure you have the most up-to-date market data so you price your home to get top dollar. My Comparative Market Analysis will detail comparable properties, recent sales, active listings, and pending transactions. You'll have your finger on the pulse of the market and a leg up on the competition.



### Prepare Your Home for Sale

I'll help you get the highest price possible by getting your home to look its best. Before putting it on the market, I'll help de-clutter and stage your home, and boost its curb appeal—without putting a dent in your wallet. On average, staged homes sell for \$3,000–\$4,000 more, and quicker—typically 14 days faster.



## Professional Photos, Floorplan & 3D Tour

You want a buyer's first impression to be memorable. That's where professional photos come in—they showcase your home, get you more showings, and result in a quicker sale with a top-dollar price. If you want to take it to the next level, you can have a floorplan and 3D tour developed—even aerial drone photos.



## Price It Right

A recent National Association of Realtors nation-wide study showed homes sell within 3% of the final list price. Since your home "hottest" in the first 7-10 days, you want to price it right, from the get-go, to capture the most buyers—and offers.



## Implement 16-point Marketing Plan

Your home creates the most buyer excitement in its first 7-10 days on the market. You want your agent to leverage this time with a hard-hitting, comprehensive marketing plan. My "Sweet 16-point" plan will give your home immediate, world-wide syndication, exposing it to the maximum number of buyers.



## Solicit Buyer Feedback

I contact *each* buyer's agent after *every* showing to ask (1) what the buyer thought of your home, (2) if they have any constructive criticism about the house I can pass on to you, and (3) what the agent thinks of the price. Obtaining this feedback is crucial in knowing if there are any issues that are keeping buyers from making top-dollar offers.



## Neighborhood Sales Updates

Neighborhood prices can change. If a house similar to yours sells for more than asking price, the value of your home may increase. I'll keep you informed of any recent sales in your neighborhood that may call for a price adjustment.



## Review Buyers' Offers

I'll review all offers to check for costs sellers don't typically pay. Buyers often times try to get sellers to pay some of their closing costs, for a home warranty, etc. I'll highlight anything unusual and help you negotiate the most favorable deal.



## Pre-approved vs. Pre-qualified

*Pre-qualified* is a minimal, weak step. It doesn't tell you about a buyer's ability to close because these buyers don't have a solid "yes." *Pre-approved* buyers do. I'll make sure buyers are *pre-approved* so we're certain they can close escrow.



## Price Negotiation

You want to get the *most* possible for your home. Buyers, on the other hand, want to pay the *least* possible—AND get you to pay some of their closing costs. I'll review offers for costs buyers want you to pay and help negotiate the best deal.



## Open Escrow

I'll open escrow with a title company ("Title") as soon as we have a signed agreement. I'll follow up with Title to ensure the buyer deposits his/her earnest money on time. I'll also make sure Title gets the Preliminary Title Report to you in a timely fashion. For the most part, I'll interface with Title on your behalf.



## Inspections & Repairs

Buyers often use the home inspection to squeeze more money out of sellers. If the home inspection reveals issues the buyer wants you to fix, or resolve by you giving the buyer money at closing, I'll help you negotiate to minimize any cost or inconvenience to you.



## Meet Deadlines

There are a number of important deadlines you must meet or be in breach of contract. Delivering the Seller's Real Property Disclosure ("SRPD") to the buyer within five calendar days of signing the agreement is one. Making sure the buyer gets the CIC Re-sale Package within 15 days is another—and it will take your HOA 10 days to get it to you. I'll stay on top of these, and *all*, deadlines to make sure you don't miss any.



## Help Appraiser

Once you have a signed agreement, the buyer's lender will send an appraiser to your home to assign it a value. A low appraisal could torpedo the deal. To prevent this, I'll meet with the appraiser and present neighborhood comps, community amenities, and a list of your home's upgrades that justify the agreed-upon price. Appraisers appreciate this and it helps them appraise your home at the sale price.



## Preliminary Title Report

After opening escrow, the title company will conduct a title search and issue a Preliminary Title Report ("Prelim"). This report shows any liens, encumbrances, easements, and claims on your home. I'll review the Prelim for anything that would be a problem for you. If there's an issue, I'll help you resolve it quickly.



## Contest Low Appraisals

If the appraisal comes in low, I'll work to get it up to the sale price. I've had success in the past getting appraisers to increase the home's value to the sale price by showing market data, neighborhood activity, and recent comps that demonstrate the sale price reflects the home's market value.



## Review the Closing Statement

Before you close escrow, Title will issue a Final Closing Statement. This shows all the fees you and the buyer must pay. For example, if the you paid your real estate taxes two months beyond your closing date, the buyer will reimburse you. Same thing for sewer fees, HOA fees, etc. I'll review the Closing Statement to ensure you're not charged more than what is required of sellers.



## Staying On Course

The journey from contract to closing has more than 50 deadlines that must be met. Missing some could cost you money or worse, torpedo the deal. I have systems in place to ensure you meet these. I'll be on top of everything and keep you apprised of where we are, what's going on, and what the next step is. I'll get you to the closing table with a minimum of stress.



## Attend COE with You

Close of Escrow ("COE") is the final step to sell your home. Closing will be held at Title and the escrow officer will be driving the bus. I'll be there to make sure you're comfortable and handle any last-minute issues.