

The Pre-Listing Package

← The Ultimate Home Selling System →
Making The Most Profit With The Least Hassle



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Important – Please Read This Before We Meet

While I am working on a market analysis for your home, you need to do a little homework as well. I know that you don't have any time to waste, but by going over this material before we meet, our time together can be better spent answering your questions and moving forward with getting your house on the market.

Selecting the right agent to represent you is a huge challenge. Most sellers focus on commission and list price, to their detriment. Don't get me wrong, both of those are important factors, but there are many more factors that determine a successful transaction. That is why I provided you with this prelisting package. I believe you need to be as prepared in your interview process as I do in my presentation.

To assist you with this process, I have provided information on how to select an agent along with an easy checklist to use when you are interviewing agents and listening to their presentation. Add your personal questions to the list so that you can be sure that the agent you select will be the right one. During the presentation, when you ask yourself, "Which agent will put my interests first?" I will be asking myself, "Do I want to work with this seller?"

When we meet, I will show what we will do to market your home and to put the most amount of money in your pocket possible, with the least amount of hassle. I am absolutely confident that Coldwell Banker and I provide the best marketing system available to get your house sold. The bottom line is that we need to be comfortable working together. I put my customer's interests first. I believe in creating "Raving Fans".

Please spend about 15-20 minutes to review the package, especially the following items:

- **Consumer's Guide To Selecting A Realtor:** Important questions to ask every Realtor you interview and they should answer these to your satisfaction. I'll answer all these questions in detail when we meet.
- **24 Criteria Critical To Selecting The Best Realtor:** Helps you compare Realtors to me and how I will market your home.
- **Our Marketing Plan:** The 10 major points along with examples of our systems.

Please complete the following form before our appointment:

- ***What's Important To You?***

Please have an extra copy of your house keys available for the lock box.

Jack & Tracey Edwards

...the Neighborhood Agents with the National Connection

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Consumer's Guide To Selecting A Realtor

Do you have both buyer and seller references I can call?

I want extraordinary service. What do your clients say about your business and personal skills? Can you provide me with the names and phone numbers of several of your buyers and sellers, in addition to written testimonial letters?

How often do you sell your own listings?

I'm concerned about Realtor conflict of interest that could work against me and possibly lose me money. If I accept a purchase offer from an agent employed by the same Company as the agent I list with (or one of its branch offices), how will you protect me and prevent a conflict of interest?

What Realtor networking and Internet marketing do you do?

I want an agent who knows how to find me a buyer, not one who simply puts my home in the Multiple Listing Service and passively waits for something to happen. Can you explain Reverse Prospecting on the MLS system? Can you show me in writing the different marketing strategies that you'll use to sell my home? What personal networking and nationwide marketing systems do you use? What target marketing programs have you established? What is the address of your World Wide Web home page? What information is on your Web Site?

Can you guarantee that you'll personally answer all calls on my home?

Please confirm that you'll personally answer all calls about my home. I don't want an inexperienced and/or part-time agent, or a receptionist who may not have even seen my home answering telephone calls from buyers. How can they sell something they haven't even seen?

Do you have an assistant?

If so, once I hire you do I talk to your assistant all the time? How difficult is it to get in touch with you if I call your office and want to talk with you directly? Do you become a secret agent?

Do you have a Virtual Tour of our home on your web site?

Do you have a virtual tour of my home with its own unique web address so buyers can go directly to it without having to go through your web site and many steps to see my listing?

Tell me about your For Sale signs.

Are your For Sale signs anything special, or what most brokerages use? Do you have brochure boxes on your For Sale signs? And if so, who fills it? What happens if it runs out of brochures like so many do in the neighborhoods that I see? How long will it take to have the sign installed on my property?

What type of Brochure will you use?

Do you do your own desktop publishing or hire a print shop? How long will it take to get a finished copy in my home? Will it be in color with pictures?

How will you protect me?

I want to make sure I'm protected in my sale. Will there be thorough documentation of all transaction details? Do you have your own personal dedicated FAX machine to make sure all communications are kept confidential? How about your own direct telephone so I can call you and not get the run around from the office secretary? Do you have a cellular phone that I can call you on and a voice mail pager in an emergency if I need you? Do you have an E-Mail address so I can communicate with you instantaneously? Once I sign the listing contract will you be gone and a secret agent?

Compare my answers with those of other Realtors. You'll see why so many buyers and sellers have chosen Team Edwards! 916-240-9302.

24 Criteria Critical to Selecting The Best Agent

| <i>Criteria</i> | | Team Edwards | Agent 2 | Agent 3 |
|-----------------|--|-----------------|------------|------------|
| 1 | I'll give you a "Marketing Plan" in writing that shows you exactly <u>How I Will Sell Your Home!</u> | ✓ | | |
| 2 | Guarantee that I will answer all sign, ad, internet, brochure & flyer calls personally... NOT a part time agent or receptionist who hasn't seen your home & knows nothing about it! | ✓ | | |
| 3 | 24 hour marketing of your home through an 800# sign rider on your "For Sale" sign so buyers never have to work too hard to get information on your home | ✓ | | |
| 4 | Does the agent use a "Fast Start System" that keeps you informed about the critical first week your home is listed for sale so nothing is forgotten and you're informed in writing. | ✓ | | |
| 5 | EASY EXIT LIST AGREEMENT! This way you're not locked into a lengthy contract and can FIRE the agent at anytime! Will they give you <u>A performance Guarantee!</u> | ✓ | | |
| 6 | For Sale signs that stand out like billboards and can be seen in your neighborhood. With sign riders, directing buyers to their website (www.TeamEdwardsRealEstate.com) | ✓ | | |
| 7 | My follow-up system includes calls to all agents who show your home so we know what the buyers and agents think about your home! | ✓ | | |
| 8 | A data base of buyers actively looking for property through an automated internet software system on their web site? <u>Are they mostly Listing Agents or do they work with Buyers</u> | ✓ | | |
| 9 | Can they provide a "Fax on Demand" feature with all listings, accessible via 1-800 number? | ✓ | | |
| 10 | <u>In House Loans!!!</u> Quick loan approval available from Coldwell Banker Mortgage. | ✓ | | |
| 11 | In House Home Warranty. Do they have a high quality in house home warranty program? | ✓ | | |
| 12 | Do they use Property ID to provide for the best Natural Hazards Disclosure? | ✓ | | |
| 13 | Do they provide an online Newsletter with distribution of over 500 copies a month | ✓ | | |
| 14 | Do they use a professional home brochure that keeps buyers intrigued about your home, asking questions and coming back to see it again. | ✓ | | |
| 15 | Do they use the back of the property flyer on other listings to drive buyers to your home? | ✓ | | |
| 16 | Can they show you their Pre-Listing check lists, their Listing Checklist, that proves that they have a system in place to stay on top of your listing? Ask for it during the listing presentation. If they can't show you their checklist, how will they protect you during the transaction. | ✓ | | |
| 17 | Is their "Open House" an event, not just an agent setting around watching TV for hours? Will they use several A-Frame open house signs, special reports, buyers booklets and ask each buyer... "If They Want To Buy The Home?" <i>Do they try to close every guest?</i> | ✓ | | |
| 18 | Do they advertise on Google.com or Trulia.com? | ✓ | | |
| 19 | Do they have an Internet presence? Not just a web page but are they on any search engines like Yahoo, Overture, Google.com? What about Realtor.com, the largest real estate website? | ✓ | | |
| 20 | Go to Realtor.com and look for our Coldwell Banker listings in Elk Grove? Look for theirs? Do you find them in the Chamber of Commerce Directory? | ✓ | | |
| 21 | When you call do you get an assistant, receptionist or them by direct office phone? How available are they once the listing is taken? Or does their staff handle all client follow up? | ✓ | | |
| 22 | Communication...do they have a dedicated fax line, a cellular phone, a voice mail pager for immediate call backs, a direct office number, and do they have the flexibility to work off hours to handle buyer calls on your house? | ✓ | | |
| 23 | Will they have professional staging tape or DVD to make your home "Shine" so you <u>Get Top Dollar</u> with the least amount of out of pocket investment? | ✓ | | |
| 24 | Do you use a Transaction Coordinator to track every sale or listing? | ✓ | | |

The 10 Point Marketing Plan That Gets Your House Sold!

1) Market 24 hours a day with a high visibility “For Sale” sign and personal phone number

My Coldwell Banker sign is unique; unlike other companies, it displays my private business phone number. When buyers call, they reach me directly. Because I know your home, I immediately use the opportunity to sell your home’s great features. I promote and market your home 24 hours a day by using modern technology. I also use a toll free 800 number that gives buyers 24-hour access to information about your home when they want to get information so that they don’t have to wait to talk to an agent. This system will capture their name, address & phone number so I can contact them. Along with a fax on demand feature so they can get a copy of your property brochure at any time while listening to the message or direct access to my office by pressing 0.

2) Excite Buyers About Your Home

I emphasize the benefits of your home and community. Each brochure includes the kind of detailed, specific information buyers want and need. Not just a picture and 6 bullet points about how many bedrooms and bathrooms. I can use the back of the brochure for our unique “4 Ways To Finance This Beautiful Home” or more home information to make the buyers want to see it NOW! Most agents don’t know that there is a back of the brochure. I can also cross advertise your home on the back of other property flyers to drive customers to your home.

3) Professional Listing Information Binder

I produce an in home binder for the buyers to review. It has all the community profile census demographics: population, education, income, year built, families, employment by industries or cities and information on schools. Community postal, medical, libraries, executive local & state officials, courts, fire dept., police and public health and welfare and school report and ratings. It also has local weather stats, transportation, culture, entertainment, and visitor information.

It will include all inspections and reports that have been created on your property for buyer review: Pest, Home, Roof, Chimney, Pool/Spa, Appliance and any homeowners association documentation if applicable to your property. This makes the new buyer feel very comfortable knowing ahead of time what condition the home they are buying is in and what the surrounding community has to offer. **That way you can get the maximum price for your house!**

4) Aggressive Marketing For Your Home

Rather than just waiting for the phone to ring, I reach buyers with aggressive prospecting methods that can include the following activities ... Personally knocking on doors in the immediate area ... brokers’ and general public open houses as necessary... Target mailings... Calls, e-mails to top producers, my buyers and ... marketing on the Internet. Do You Yahoo any one!

5) Determine The Right Price To Make Your Home A “hot property”

This is the most critical step. I’ll review market demand, nearby competition, recent sales, and many other variables that can affect your home’s value. You’ll get a detailed look at what’s going on in your local home sales market and our input on the best pricing strategy to get you the most money in the shortest possible time. You need an expert in the real estate market. You need the kind of experienced professional services we offer. *This is our Maximum Home Value Audit!*

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The 10 Point Marketing Plan That Gets Your House Sold (continued)

6) Provide input on making simple, low cost changes to increase the salability of your home

Rely on me to be direct when advising you on what should be done prior to putting your home on the market. I'll let you know how your home looks from a buyer's point of view, and what cost effective repairs will make your home "show ready by showing you how to *Staging* it properly! I've invested in videos "*How To Price & Prepare Your Home To Sell*" so that you can see how the professional do it.

7) Negotiate Only With Qualified Buyers

I interview buyers to be sure they're ready, willing and able purchasers so you don't wind up wasting time and money. Buyers need answers to countless technical questions — financing, payment, insurance, title clearance, and how to improve or repair your home to suit their needs. I supply them with our Buyer's Booklet and as your Realtor I have the professional know-how and technical expertise to make it easy for qualified buyers to purchase your home! I will require them to provide pre-qualification documentation from our lender with their offer.

8) Excite Other Realtors About Showing Your Home

I know which agents have clients interested in your home. I've also developed a network of the best agents in the area with an automatic E-mail auto responder when I list a NEW home. So the top agents get the listing first, HOT off the press so I promote your home to them! I'll give your home the widest market exposure possible with the most powerful real estate marketing tools available today. Your home will appear on the Sacramento **Multiple Listing Service** (MLS) serving thousands of agents so data about your home is provided instantly to all agents and offices. Of course we use the **Internet** (ColdwellBanker.com, CaliforniaMoves.com, Realtor.com, www.Trulia.com, Google.com, and ElkGroveRealEstate.com) With your authorization, I'll also install a MLS approved lockbox to increase showings by cooperating agents. "*Easy 2 show East 2 Sell*"

9) Protect You By Documenting All Calls And Letters

I'm organized and computerized, which means that I anticipate and handle the hundreds of details needing special care to successfully sell your home. My careful record keeping means a smooth transaction with as much legal protection as possible for you.

10) Let You Know Exactly What's Going On With Buyer Showings

I keep you up to date by phone calls and letters. I follow up on all showings by cooperating agents with my feedback fax flyer, and 2 phone calls so you know what agents and buyers are thinking about your home and represent you at the presentation of all offers. Most importantly, I'll negotiate forcefully on your behalf to get you the highest possible price, not try to make you take the first offer that comes to the table, and show you how much money you'll get when you accept an offer with our professional computerized estimate of sellers closing cost equity. Upon acceptance, I'll coordinate with the cooperating agents, lender, appraiser, inspectors, and title company, and of course, handle any complications that can occur through the escrow process so that you get the most important thing of all ...**your settlement check on time!**

Yes, I actually attend the signing of your escrow papers!

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Internet Presence

The Problem

Often when buyers want info on homes for sale, they search the Internet. Unfortunately, most agent websites are only have a local presence and completely miss out on the out-of-town buyer as well as the vast majority of web surfers.

The Solution

I use a two-pronged approach. Through my association with Coldwell Banker, my listings are featured on www.Realtor.com, www.ColdwellBanker.com, and www.CaliforniaMoves.com

I use the search engines to drive buyers to my own local websites, such as LivinginElkGrove.com, LagunaWestRealEstate.com, or ElkGroveRealEstate.com

What are the TOP Real Estate Websites in the country?

#1 www.Realtor.com Buyers spend 86% of their online search time at Realtor.com with over 10 million visits each month. Your home will be a Showcase Enhanced listing on Realtor.com when you list with me. These listings are seen 20 times more often than other listings. We also have Google.com and Trulia.com too.

#3 www.ColdwellBanker.com More than 2 million visits each month.

www.CaliforniaMoves.com Almost a hundred thousand California listings and over 750,000 monthly visits.

Let's not forget my local favorites

www.TeamEdwardsRealEstate.com or www.ElkGroveRealEstate.com

Did you know that 74% of buyers search the Internet for a home and that 40% more buyers use the Internet than the newspaper?

What's Most Important To You?

Your questions deserve answers! Let us know what's important to you.

| | <i>Not Important</i> | | | <i>Very Important</i> | | |
|---------------------------------------|----------------------|---|---|-----------------------|---|---|
| Pre-Qualifying Buyers | 0 | 1 | 2 | 3 | 4 | 5 |
| Showing Schedule | 0 | 1 | 2 | 3 | 4 | 5 |
| Commission | 0 | 1 | 2 | 3 | 4 | 5 |
| Advertising/Marketing | 0 | 1 | 2 | 3 | 4 | 5 |
| Open Houses | 0 | 1 | 2 | 3 | 4 | 5 |
| Personal Inconvenience | 0 | 1 | 2 | 3 | 4 | 5 |
| How do I Prepare My Home? | 0 | 1 | 2 | 3 | 4 | 5 |
| Closing/Possession/Relocation Date | 0 | 1 | 2 | 3 | 4 | 5 |
| The Agent's Marketing Plan? | 0 | 1 | 2 | 3 | 4 | 5 |
| Pricing Your Home | 0 | 1 | 2 | 3 | 4 | 5 |
| Closing Costs | 0 | 1 | 2 | 3 | 4 | 5 |
| Lock boxes and Security | 0 | 1 | 2 | 3 | 4 | 5 |
| Will I be Able to Sell in Today's Mkt | 0 | 1 | 2 | 3 | 4 | 5 |
| Working with the Market Leader | 0 | 1 | 2 | 3 | 4 | 5 |
| Concerned about finding next home | 0 | 1 | 2 | 3 | 4 | 5 |
| Client/Agent Communication | 0 | 1 | 2 | 3 | 4 | 5 |
| Property Brochures | 0 | 1 | 2 | 3 | 4 | 5 |
| Buyers & Agents showing feedback | 0 | 1 | 2 | 3 | 4 | 5 |
| Agents Experience & Years in Business | 0 | 1 | 2 | 3 | 4 | 5 |

Thank You...these answers help us in selling your home for the best possible price!

**This is the most important page to have completed in the package.
It is very helpful to have ready when we meet.**

Let's Get Buyers Excited About Your Home!

Our marketing is designed to show buyers what makes your home unique.

1. What makes your home a special place to live?
2. What would you tell a potential buyer?
3. Why did you decide to buy this home yourself...schools, amenities, views, convenience?
4. Why do you love living here?
5. What are the things your family has enjoyed most?
6. What could you tell buyers about the neighborhood?
7. Which features of your home would excite buyers?
8. What "hidden features" of your home might a buyer overlook if they saw it quickly?
9. How did these features make your life easier?
10. Why will it be hard for you to leave your home?

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E-mail: JackAndTracey@TeamEdwardsRealEstate.com

Websites: StonelakeRealEstate.com LagunaWestRealEstate.com ElkGroveRealEstate.com

How To Make The Most Money When You Sell

Pricing Strategies

Review a list of all the homes which have sold within the past 3 months, along with the homes on the market (your competition), and homes now in escrow. Compare your home to the others, and be honest with yourself! If you're in a weak market, active and pending sales will be more important to you than closings, which reflect sales activity from 3-5 months back. Be careful you don't limit your research to homes sales in a limited price range. The only way to make an intelligent decision is to examine what all comparable homes in your market are selling for, not just a subset of the homes.

There are three main pricing strategies – pricing your home above, at, or below its market value.

Priced above market value

Sellers like to price their home high, thinking that someone just might pay it. That's unlikely – buyers shopping for a home know exactly what the market is like, and won't be fooled into paying more than it's worth.

Priced at market value

Always a good strategy - that's what your home is worth!

Priced below market value

This can be an excellent strategy as long as you give instructions that you won't review any offers until after the home has been on the market for at least a week. Buyers like, and recognize bargains. Pricing a home low can help set up an "auction" mentality where several buyers bid for your home, and frequently bid up the price.

Worried about setting the wrong price? Ask to see the "estimates of value" collected from agents visiting your home during the broker's open house. These estimates come from agents who work with buyers every day, and who know what buyers are willing to pay for homes. When twenty or thirty values are plotted on graph paper (or simply averaged), your home's true value to buyers will become quite clear. If your home isn't within 5% of the average value, it's overpriced, and the asking price should be dropped. Don't let your home become an old, tired listing. It will eventually sell for less than you would have received if you'd priced it properly!

Make Your Home Sparkle, Stage It!

Try to see your home through a buyer's eyes. Walk across the street and take a careful look at your house. Make a detailed list of the small things which make a big difference in your home's appearance. Remember, If you can't see it, you can't sell it - so, trim the yard and shrubs, patch the concrete, reglaze the windows, and touch up the paint.

How you live in a home, and how you prepare it for sale, are two different things. Eliminate clutter – the more "things" you have on counters and shelves, the smaller your home looks. Put kitchenware such as blenders and serving spoons out of sight. Store cosmetics in a basket under the sink. Have a yard sale to generate extra cash and make your move easier.

Clean the house. Fix leaky faucets and scrub away sink stains. Paint dingy rooms. Make the floors and windows sparkle. Replace worn window coverings with inexpensive mini blinds or drapes. Try to eliminate offensive pet or food odors.

Inspection Reports

Anticipate what buyers need and give it to them – on your terms! Buyers want to know what shape the house is in – even when they purchase homes in their current condition (as-is). Obtain a complete set of reports from General Contractors, Roofers, and Pest Control Inspectors before you accept an offer. You'll know how much work your home needs, and have the time to bid the job for the best price and terms.

Choose the inspector yourself, instead of letting the buyer select the one with the most powerful magnifying glass. Ask for referrals to Home Inspection Companies and Pest / Structural Control Inspectors. We like to work with companies which only do inspections, and not the repair work. They'll tell you about how much the work should cost – you then send the report to several licensed contractors for actual competitive bids.

Home Information

Make sure you have a home information book for buyers to examine. This book should include a property flyer, copies of all inspection reports, purchase loan programs (with different down payments and interest rates), a plot map, and other relevant facts.

Existing Loans

Did you buy the home with seller financing? Ask the note holder for a discount if you pay them off early! The best time to negotiate such a discount is before your home is on the market. Once the FOR SALE sign is up, the note holder knows they'll probably be soon paid in full. You incur a late charge when the mortgage is late, so why not receive a discount for paying it early!

Find out if your loan is assumable. Read your loan documents yourself, rather than relying on what the lender tells you. The only thing that matters is what the note and deed of trust say. Is there a prepayment penalty on your loan? Is it a government loan and do you get part of your MIP back that you have paid over the years?

Contract Clauses

Make sure that you have the right to review and approve the cost of any repair work the buyer requests. Sellers frequently sign "blank checks" by agreeing to pay for all termite and roof repairs without first knowing what the costs will be.

Utility Information

Please fill in the following information:

PROPERTY ADDRESS: _____

Mail Box Number: _____. It is located North South East West of the house

In front of : _____.

Street Number

Street Name

HOA Fees: \$ _____ Annual Monthly Mandatory Voluntary

Provide the following information for the prior 12 months

Electric Provider: _____

Phone Number: _____

High: _____ Low: _____ Average: _____

Gas Provider: _____

Phone Number: _____

High: _____ Low: _____ Average: _____

Solid Waste Provider: _____

Phone Number: _____

High: _____ Low: _____ Average: _____

Sewage Disposal Provider: _____

Phone Number: _____

High: _____ Low: _____ Average: _____

Water Provider: _____

Phone Number: _____

High: _____ Low: _____ Average: _____

Cable Provider: _____

Phone Number: _____