



Plan of Action

Before we execute a listing agreement We will:

- Prepare pricing recommendations by analyzing recently sold properties, homes that did not sell, and pending contracts, and review current competition that are active on the market.
- Research tax information for your property.
- Obtain special assessment information, loan information, utility costs, etc.
- Prepare several financing plans to attract prospects.
- Recommend possible improvements to yield the highest price.
- Provide you with instructions for showing appointments.
- Assist you in the presentation of your home to yield the highest price.
- Prepare and explain an estimate of closing/settlement costs and net proceeds.
- Prepare a market update to review market conditions and prevailing interest rates.
- Discuss possible inclusions/exclusions and personal property.
- Provide information regarding city/home inspection and appraisal procedures.
- Assist you with information about your destination.

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**When we begin the marketing process
We will:**

First Phase

- Sign exclusive right to list contract
- Complete disclosure forms.
- Arrange for photographs and measurements.
- Install a RE/MAX Results yard sign. (approx.3 days)
- Set up information/brochure box.
- Verify all property information.
- Fax/email information to all area offices.
- 360 Tour pictures scheduled.
- Enter property information into Multiple Listing Service database, which will expose your property to all licensed members.
- Listing will be automatically entered on the internet as well as being accessible on our web page ...www.YourPersonalConnection.com, exposing your property to all potential buyers.
- Virtual Tour and pictures uploaded.
- Install an electronic lock box with house key to facilitate showings by all brokers.
- Contact current prospects to offer a private showing.
- Search for additional prospects using the Multiple Listing Service data base.
- Cross sell your property through networking and special group meetings.
- Arrange for an office tour/Agent Open of your home. (Tuesday's)
- Prepare custom highlight feature cards.
- Counsel you regarding preparing your home for sale.
- Send weekly status summary and showing reports.
- Program Custom Telecom marketing system

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Second Phase

- Prepare four color classified ad. (Thursday's)
 - Call local real estate offices to give them advance information.
 - Advertise in local publications when necessary.
 - Prepare custom feature booklets with pictures and a list of all the extras in your property.
 - E neighborhood booklet for information around the area, ex. Schools, Churches.
 - Prepare financing packages of possible ways for prospects to buy your home.
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Third Phase

- Conduct direct mail program to zone market and/or move-up market.
 - Provide information about the purchase agreement and negotiations.
 - Send weekly summary and showing reports.
 - Hold your house open, if appropriate.
 - Provide you with opportunities to evaluate my service through performance surveys.
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Fourth Phase

- Direct mail program to top broker list.
 - Direct mail program to personal sphere of influence.
 - Send weekly summary and showing reports.
 - Provide a monthly update regarding changes in current market conditions.
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Fifth Phase

- Send weekly summary and showing reports
- Hold strategy conference
- Provide agent/buyer feedback upon receipt

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At the time an offer to purchase agreement is received.....

We will:

- Prepare an estimate of seller expenses, closing costs, and net proceeds.
- Discuss qualifications of the prospective buyer.
- Current situation and buyer profile
- Motivation
- Ability to purchase
- Review the purchase agreement for completeness and accuracy.
- Represent you during the presentation of all contracts and negotiate on your behalf to obtain the best possible price and terms for your home.
- Prepare a calendar of key upcoming actions (i.e., mortgage application, mortgage approval, inspections, appraisal & closing).
- Explain all details and contingencies.
- Deliver all counter-proposals promptly.
- Preview any contingency properties.
- Maintain rapport and communicate with the other agents involved in the transaction.

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**While your transaction is pending.....
We will:**

- Deposit earnest money as required by law.
- Initiate title process, title insurance, deed, affidavit etc...
- When appropriate, meet appraiser at property and present market data.
- Coordinate water, well, septic, radon, etc. inspections.
- Review the inspection reports with you., if available.
- Give a weekly report of pending details.
- Follow up with borrower's lender.
- Post sale as "pending" on Multiple Listing Service records, put up "Sold" sign when all contingencies are met.
- Assist cooperating agent with any problems relative to the sale.
- Order mortgage satisfaction(s).
- Schedule the closing.

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**At the time of closing or
settlement.....**

We will:

- Discuss proceeds and closing statement with you.
- Coordinate possession of property.
- Maintain a file of all closing papers.
- Explain pay-off.
- Arrange for payment of expenses from closing proceeds.
- Coordinate all final inspection documents.
- Coordinate the transfer of utilities and keys.
- Remove yard sign, lock box and key.
- Arrange for transportation to the closing if desired.
- Attend the closing and answer your questions.

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