



Services for Sellers

Pre-Listing Counseling

- Discussion and explanation of agency relationships.
- Obtain signed Agency Relationships in Real Estate Transactions form.
- Determine needs and Expectations
- What are you looking for in an agent?
- Complete pre-listing questions

Marketing Plan Presented

- Research tax information for your property.
- 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.
- Marketing time, Neighborhood sales and types of financing
- Present pricing opinion and price range.

Listing Counseling

- Forms
- Sign exclusive right to list contract
- Forms/Disclosures
- Truth-in-housing disclosure requirements (if applicable)
- Sellers Property Disclosure Statement
- Resale Disclosure Certificate (if applicable)
- Environmental Disclosures (if applicable) (wells, septic systems, lead paint, underground storage tanks, wetlands)
- Property Tax preferences disclosures
- Verify data- special assessment information, loan information, pre-payment penalties, utility costs and/or any issues with the house etc.

Staging

- Assist you in the presentation of your home.
- Recommend possible improvements to yield the highest price. (Options for Repairs, replacement quotes or allowances)
- Discuss possible inclusions/exclusions and personal property.
- Code compliance issues
- Seller inspections
- Tax implications (1031 exchange, valuation exclusions, etc.)
- Prepare and explain closing/settlement costs and net proceeds.

Heather M. Dawe
“Your Personal Connection”

952-848-2462
email: heather@HeatherMDawe.com
www.YourPersonalConnection.com



Marketing plan details:

- Complete disclosure forms
- Verify all property information
- Provide you with instructions for showing appointments.
- Install an electronic lock box key system
- Arrange for photographs and measurements.
- 360 Virtual Tour and pictures scheduled
- Install an Edina Realty reflective sign in your yard. (approx.3 days)
- Set up information/brochure box and hotline.
- Prepare highlight feature cards.
- Prepare custom feature booklets with pictures and a list of all the extras in your property
- Community booklet with detailed area information, ex. Schools, Churches.
- Prepare financing packages of possible ways for the prospects to buy your home
- Enter property information into Multiple Listing Service database, which will expose your property to all licensed members
- Entered on the internet , available on multiple sites and featured on our web site at www.YourPersonalConnection.com, exposing your property to all potential buyers.
- Contact current prospects to offer a private showing
- Network with agents, the public and special interest groups
- Conduct direct mail programs to zone market and/or move-up market
- Call local real estate offices to give them advance information
- Arrange for an office tour/Agent Open of your home.
- Hold your house open, if appropriate.
- Direct mail program to Broker list
- Direct mail to sphere list of agents and consumers
- Prepare four color classified ad. (Thursday's)
- Advertise in local publications when necessary.
- Provide daily Agent feedback on all showings (attempt 3 calls)
- Send weekly status summary and showing reports
- Provide you with opportunities to evaluate service through performance surveys
- I can provide resources to assist you with information about your destination
- I will explain company policies on cooperation and compensation

On-the-Market Counseling

- Industry trends
- Housing supply in immediate area
- Number of showings for your house versus other homes in the immediate are
- Hold market condition strategy meetings

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Pre-Purchase Agreement Consultation

- How will offers be handled (faxed, buyer or buyer's agent present, etc.).
- Will an attorney be reviewing offers?
- Explain company policy on multiple offers and obtain seller's approval
- Counter offers versus "sleeping on it" Pros/Cons
- Contingencies and inspections: Pros/Cons
- Determine buyer's strength, profile, motivation, ability to purchase
- Pre-approved versus pre-qualified
- Prepare an estimate of your expenses, closing costs, and net proceeds
- Capital gains and tax implications

Purchase Agreement: Presenting, Analyzing, Countering

- Analyzing the offer. What is flexible, what is not.
- Assist in understanding the risks and rewards of countering/accepting a particular offer.
- 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
- Possession/Move-In Agreements
- Risks of multiple offers versus only one offer
- Verification of mortgage pre-approval
- Appraisal and full-underwriting approval
- Net proceeds: bottom line for you
- Final Walk-through review
- Negotiate the offer
- Due diligence/time is of the essence
- Obtain proper signatures
- Provide copies to you

Post Purchase Agreement

- Deposit earnest money as required by law.
- Follow through and stay on top of all aspects
- Inspection time frames
- Review the inspection reports with you. if available.
- Work orders: negotiated, completed and re-inspected
- Buyer's mortgage lender follow-up

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Post Purchase Agreement *Continued*

- Verify appraisal has been ordered
- When appropriate, meet appraiser at property and present market data
- Title: locate and provide to title company
- Schedule closing date, time and location and provide necessary documents to the closing agent.
- Provide necessary documents to lender for closing
- If a Common Interest Community sale, make sure the Disclosure Statement or Resale Disclosure Certificate and other required documentation are delivered to the buyer. Track the 5-day purchaser's right of rescission period.
- Buyer has right to a walk-through prior to closing (generally 2 days or more before closing)
- Negotiate any last minute issues
- Post sale as "pending" on Multiple Listing Service records, put up "Sold" sign when all contingencies are met.
- Obtain and verify mortgage information and pay-off requirements
- Counsel you on what to expect at closing
- What to bring to closing
- What to be prepared for
- Review net proceeds, financials, etc.
- Drivers license (photo ID)
- Social Security Numbers
- Previous addresses
- Preview closing documents

Closing on your house

- Credits for anything
- Handle any last minute issues
- Home Warranty programs. Make sure they are addressed.
- Exchange keys, garage door openers and final information about the property
- Verify possession date and time

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