



Aaron Reno, Vice President

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LISTING EXPECTATIONS

"CAN'T WE ALL JUST GET A LOAN?"

AGENT SERVICES & MARKETING

- χ Web listings on company and personal sites with photos, virtual tours and descriptions of highlights.
- χ MLS listing within 2 days.
- χ Attractive brochures and/or fliers created in-house and immediately upon listing.
- χ Agent "caravan" to promote listing within our local offices.
- χ Open houses as required.
- χ Yard sign with brochures and/or fliers.
- χ High-tech electronic lockbox.
- χ Electronic postcards to all qualified agents/brokers.
- χ Immediate follow up with interested parties.
- χ Copies of all print advertising.
- χ Information and critical feedback from potential buyers and agents.
- χ Thorough market research.
- χ Frequent personal calls and updates.
- χ All offers presented as quickly as possible.
- χ Help in finding another home (or agent if out of the area) when needed.
- χ A guarantee of loyalty, honesty and reliability.

HOW THE SELLER CAN HELP

- χ Providing a duplicate set of keys for lockbox.
- χ Provide a list of home improvements you have made (with dates if possible).
- χ Refer all inquiries to your real estate agent.
- χ Let your Real Estate Agent discuss price terms, possession, and other factors with potential buyers.
- χ Be ready to show your house at all times.

BEFORE / DURING AN OPEN HOUSE

- χ Take your family out of the house.
- χ Keep pets outdoors when your house is being shown.
- χ Arrange bedrooms neatly. Use attractive bedspreads and freshly laundered curtains.
- χ Replace burned-out light bulbs. (Use brighter light bulbs where possible.)
- χ If you have a fireplace, clean it out and replace the logs to make it look inviting.
- χ Keep any toys in the children's rooms. (Bikes, wagons and skateboards should be made as inconspicuous as possible.)
- χ Avoid having dirty dishes in the sink.
- χ Keep stairways clear to avoid cluttered appearances and possible injuries.

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