



# Seller's Orientation



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### **Marketing Factors**

#### The role of the real estate community

The entire real estate community includes all of the companies, offices, and agents in the marketplace. They work together to sell property in an incredibly efficient system of sharing information. This cooperation increases the promotion that is done on each and every property in the marketplace

#### The pricing and positioning in the marketplace

Purchasers want to look at all of the available properties that meet their criteria. They will compare the homes according to value for price, condition, and appeal. Even if the buyers are not familiar with prices in a particular area, after seeing a few homes, it is easy to determine whether a home is priced correctly. Supply and demand has a direct effect on pricing. Your home must be favorably priced based on location, condition, and terms compared to the other homes that a buyer will look at.

#### The role of the marketing coordinator

The agent's objective is to get your home sold, the sheer number of other agents makes it more likely that someone else will sell it. The listing agent's job as marketing coordinator will be to manage the sale to maximize promotional efforts, represent the seller's interests, and to use their experience to make the transaction go smoothly.

**We Have Mutual Objectives...to sell your home...**

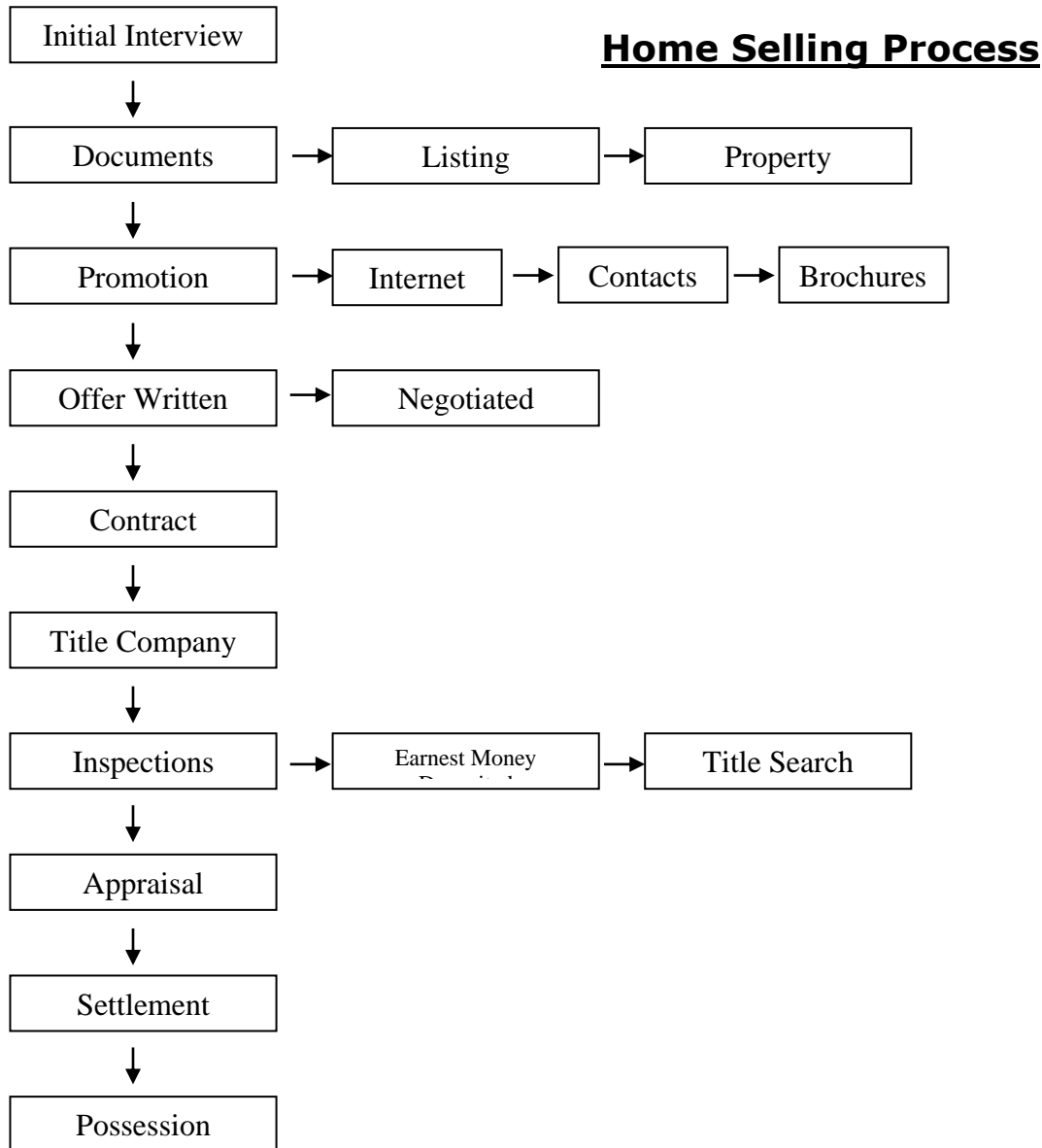
**At the highest possible price, In the shortest period of time, with the most favorable terms  
Owner and agent cooperating and communicating to achieve a successful sale.**

**My Mission Statement**

I am committed to sell your home with the least amount of stress on you as possible.  
My goal is to make the sale of your biggest asset an easy one.

**My Objectives**

- Listen carefully to make sure YOUR objectives are understood
- Explain the home selling process thoroughly
- Discuss agency representation
- Price your home correctly
- Stage your home for sale
- Implement a proven marketing plan
- Make every effort to sell your home promptly
- Generate and follow-up on leads
- Communicate consistently, so you know what to expect
- Network the entire broker population
- Diligently track the closing process on the sale of your home



### **Services Provided**

#### **Comparative Market Analysis**

Written report of the transactions in the neighborhood to identify similar properties that have sold recently and are currently on the market in an effort to determine a realistic price for the subject property is provided to you.

#### **Pricing Your Property**

**Determining price is one of the most critical steps in preparing your home for sale. A well priced home often sells quickly once it is put on the market.**

**When your home is priced right from the outset, you maximize your opportunity of reaching the most qualified buyers and obtaining top dollar.**

- **Pricing your home correctly:**

- **Can save you thousands of dollars on your family's largest investment**
- **Reduces risk because overpriced homes may eliminate some buyers if it is out of their price range**
- **Ensures that other agents will show the home**
- **Is good when it comes time to appraise. Your home must appraise at the selling price for the buyer to get financing**

When I see your home and prepare a more complete and thorough market evaluation, I will use my knowledge of recent home sales and your neighborhood to help you price your home correctly.

#### **Financing Alternatives**

Attractive financing can actually shorten the marketing time and increase the sales price. I stay up-to-date with the types of mortgages that are available and maintain business relationships with mortgage professionals to provide choices

### Market Preparation

Improving the condition of the home, "setting the stage" before showings, and knowing what to do when the property is being shown are just a few of the things that will help maximize the marketing efforts. We'll take time to examine your home and explore the alternatives to showcase your property. I have an email list of 100+ items to walk you through your home to make sure you're ready! Once you have committed to me, I'll be emailing it to you for you to review.

## "Honey, Stop The Car!"

(a.k.a. Feng Shui Curb Appeal)

Some Feng Shui Tips to make selling your home easier.

#### Exterior:

- Curb appeal is fundamental. Grass weeded and trimmed; flowers, flowers, flowers.
- Driveway clean, mailbox straight, trash bins out of sight.
- Porch clean, round or oval pots of blooming flowers, weather permitting.
- A fountain on or near the porch—water flowing toward the house.
- Front door should be immaculate, fresh coat of paint or varnish (if needed).
- Remove "No Solicitors" and "Do Not Disturb" signs—replace with "Welcome".
- FOR SALE sign in front right corner, if possible.
- Address numbers visible from across the street.
- Doorbell that sounds gentle, not jarring. Solid threshold, shiny, firm doorknob.
- Front Door lock and key that work easily.

(Be sure to always have visiting buyers see the home starting at the front door [the mouth of chi] even if the lock box is on a side door and seems more convenient.)

#### Interior:

- Fresh flowers in the entry and on the dining table (good looking silk flowers will do).
- Dying plants anywhere are not good Feng Shui.
- Remove all excess furniture—roomy and spacious feeling is most important.
- Clutter is your worst enemy—rent a storage unit for excess, if necessary.
- Fresh paint where needed raises the chi—a seller's best investment.
- 3-5 accessory items on kitchen and bathroom counters; all else removed.
- Pay attention to artwork...neutral is best (no negative or violent images).
- Position furniture to invite guests inward—nothing blocking forward movement.

Toilet lids down! Pet dishes out of sight; cat boxes outside

### Special Services

If you have to vacate the property prior to selling, special services can be arranged to help you with your specific needs such as: collecting the mail, removing advertisements, maintaining the yard, turning off the lights at night, setting the thermostat at a reasonable temperature, paying bills and forwarding statements monthly, and reporting to you monthly.

### Home Protection Plan

Home protection plans can increase the marketability of a home by providing a "peace of mind" extra that competing homes may not have.

#### **A home warranty increases marketability:**

- Warranted homes sell up to 50% faster than non-warranted homes
- Homes with a warranty sell for about 3% more, on average (Business Week)
- Reduced chance the seller will be asked to reimburse the buyer for a breakdown of a covered component
- Better chance that the closing won't be delayed by a malfunctioning warranted item
- It provides the buyer with a full year of coverage on the home's major systems and appliances after they move in.
- In the event that something covered breaks down, only a deductible is paid and the Warranty Company pays the remainder.
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#### **Buyer coverage on selected items:**

- Central Heating System
- Electric Central Air System
- Interior Plumbing
- Built-in Appliances
- Electric Pool Equipment

The seller may also have coverage on certain items while the property is listed for sale, even before the coverage is paid for.

**Homes sell 60% faster and for a higher price than homes without a home warranty ... according to a study by the National Home Warranty Association.**

### **Benefits of a Pre-Appraisal and Pre-Inspection**

The benefits of ordering an appraisal and an inspection when initially listing the home can make the entire marketing process move smoother and quicker.

#### Establishes Objective Value

The price is not merely set by the seller but placed on the home by a disinterested third party whose profession is to value property.

#### Validates List Price

If the appraisal and the list price are the same, there is less likelihood that the buyer will discount the "asking price."

#### Establishes Basis for Comparison

The appraisal and inspection can be used to compare with subsequent reports and can help to validate or challenge their findings.

#### Creates Awareness of Condition of Home

A third party inspection of the home by an inspector will identify areas that need attention and serve as a marketing tool to buyers to give proof to the condition. It can also be used to challenge claims that the buyer's inspector might make.

#### Anticipates Potential Problem Areas

If certain things are identified by the first inspection, it gives the seller the opportunity to repair them at competitive rates instead of possibly having to rush to get them done prior to closing.

#### Saves Time

By understanding what might need to be done to a home early in the marketing process, it can save critical time between the contract and closing.

### **Professional Service Fee**

The professional service fee charged by my company is 6% of the sales price of the property. Our company cooperates fully with other real estate companies and agents. We offer a 50% split to the selling agency that shared between the brokerage company and the salesperson.

### **Transaction Fee**

A transaction fee of \$150.00 in addition to the commission is charged to cover administrative fees. This fee is paid at the time of settlement. I pay for this for my clients.

### **Performance Guarantee**

We feel so confident in our ability to sell your home, that when your property is entrusted to our company under an exclusive right to sell agreement for 180 days or more, our firm assures you that if at any time during the listing period, you are not satisfied with the service you are receiving, you may notify our office in writing and your listing will be terminated.

### **Follow-up**

I follow up prospects agents that have seen your home to find out what kind of reaction the buyer had to the property. This will help encourage a contract and can lead to learning about adjustments that can be made to make the home more marketable.

### **Sincere Interest**

I know you are concerned about the sale of your home. I pledge to take a sincere interest in getting it sold for the most money, in the shortest time, and with the fewest problems.

### Representing Your Best Interests in Real Estate

Christine Shevock owns a wealth of experience from a background as a practitioner in real estate in since 1984 & a broker in Michigan 1986-1998. She transferred to Virginia and was a Sales Associate with Long and Foster from 1998 to 2004. In 2004 she moved to Re/Max Allegiance to provide better service to her sellers with innovative marketing programs. Extra education attained:

- CRS Certified Residential Specialist
- ABR Accredited Buyers Representative
- GRI Graduate Realtors Institute, e-PRO Technological Education for Marketing homes
- CLHMS Certified Luxury Home Marketing Specialist
- CAS Certified Auction Specialist
- ePRO Certifies real estate professionals as Internet Professionals
- Bachelor of Science Degree in Merchandising with a Marketing Minor from Eastern Michigan University.

When you hire Christine, you get the benefit of her knowledge and judgment. She is eager and enjoys sharing her experiences with clients to help them realize the best possible price when selling their homes with the least amount of worry.

