



Seller's Package



Christine

Make a Change for the Best

Shevock

CRS, GRI, ABR, e-PRO

Christine@Shevock.com

<http://www.GreatVirginiaHomes.com>

(703) 475-3986 direct, 866-310-7881 fax

Service Provided by Your Real Estate Professional

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.

The multiplying effects of this cooperation will increase the promotion that is done on each and every property in the marketplace. It brings purchasers into the home buying process and after qualifying them to their wants, needs, and abilities, they can be directed toward the home that meets their requirements.

The pricing and positioning in the marketplace

Purchasers have a tendency to 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. The subject property 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, not necessarily to be the one to actually sell it. 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

The average Sales Price to List Price ratio experienced on my listings is higher than the average of the Multiple Listing Service. The benefit to you is more money after all of the expenses have been deducted.

In the shortest period of time

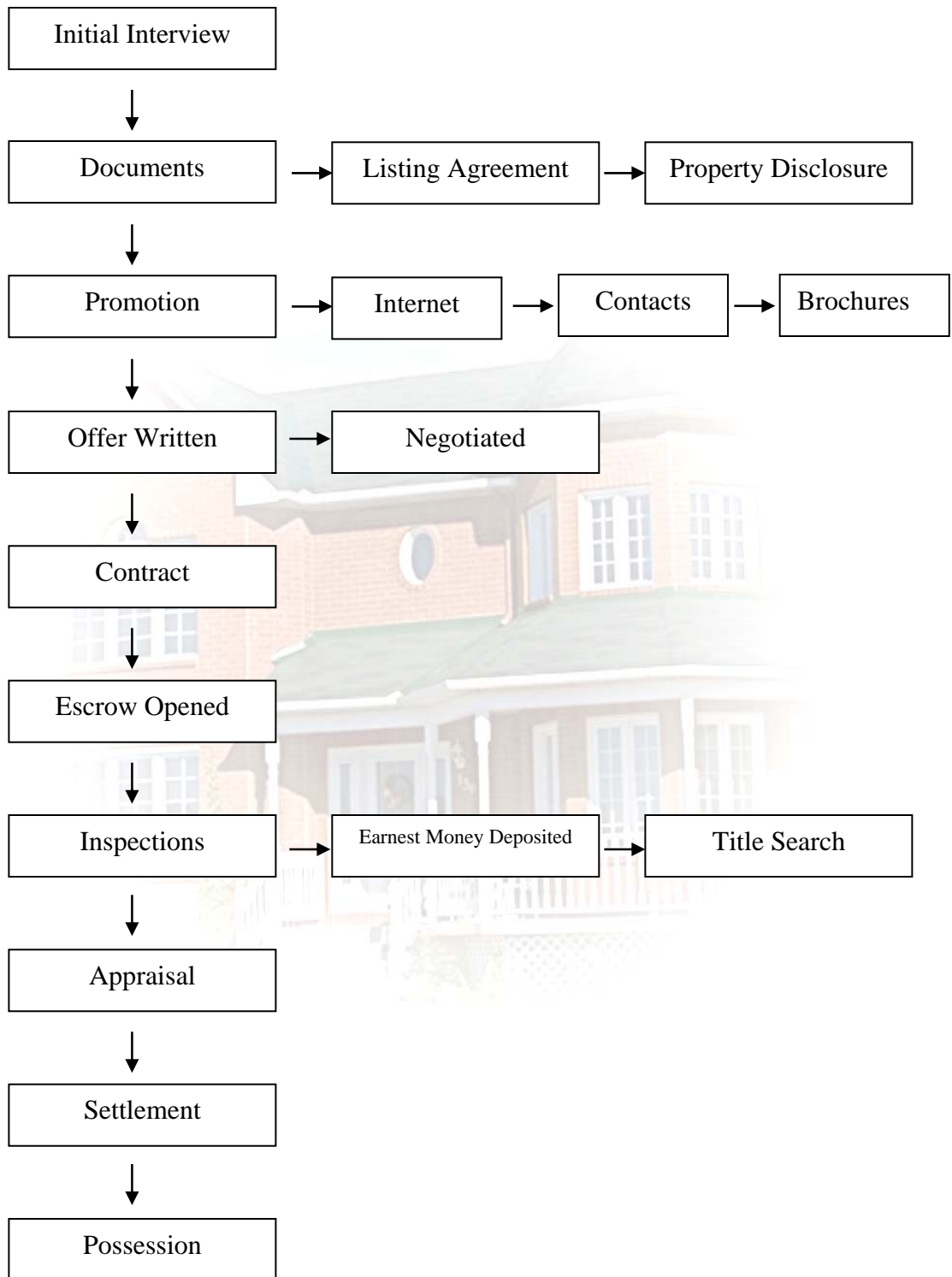
The average time on the market experienced on my listings is less than the average of the Multiple Listing Service. The benefit is that your home will sell in a shorter period of time so that you will receive your equity sooner.

With the most favorable terms

Negotiating the most favorable terms regarding mortgage fees, settlement fees, possession, and personal property can be as important as the price. The benefit of third party negotiation can be one of the most effective services offered by an agent.

Owner and agent cooperating and communicating to achieve a successful sale.

Home Selling Process



Services Provided

Comparative Market Analysis

A 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.

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. Some of the reports that I can supply you include: buyer qualifications, 80-10-10 mortgage, 75-15-5 mortgage, 15-year vs. 30-year mortgage, Adjustable Rate vs. Fixed Rate mortgages, rent vs. own, and repurchase analysis. These will help buyers and sellers make better decisions. I always recommend you consult with a mortgage professional as they are informed with up to the minute types of financing and are able to tailor the best financing for you.

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.

Homeowner's Analysis

This is a report that illustrates the tax advantages and the investment potential of home ownership. It demonstrates how the tax savings from the interest and property tax deductions will reduce the impact of a house payment. The investment results from anticipated appreciation and reduction in the unpaid balance through loan amortization. You should always consult your accountant to assess all of your financial portfolio.

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.*

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.

Marketing Plan

Call to discuss proprietary Marketing Plan.



Seller's Package

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 the initial expenses of placing the home on the Multiple Listing Service, the Internet, the sign, the lockbox, and other miscellaneous fees. This fee is paid at the time of settlement.

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.

Owner's signature

Owner's signature

Broker

Follow-up

I can follow up on prospects that have seen your home without them thinking you're anxious. A homeowner calling a person who has seen their home can give the wrong impression that may lead them to think you are desperate.

The problem with a homeowner calling a prospective buyer "to see what he thinks" is that the buyer might get the wrong impression. You don't want to appear as though you'll take less money. This could lead to lower cash proceeds for you.

To the contrary, it is natural for a third party like the listing agent to follow up with a prospect. It is the responsibility of the agent 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 brings a wealth of experience with her; a practitioner in real estate in since 1984, a broker in Michigan 1986-1998, Sales Associate with Long and Foster since 1998 in Virginia. In 2004 she moved to ReMax 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. All of this experience is in addition to a 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 to share her experience with clients as well as with her fellow Realtors®.

To paraphrase Will Rogers, Christine Shevock "knows what she is doing, she loves what she is doing and she believes in what she is doing".

