# MY VALUE AND SERVICES TO YOU

## 150+ WAYS I ADD VALUE TO YOUR HOME SALE

1) Provide you with a South Carolina Disclosure of Real Estate Brokerage Relationships
2) Perform a complete "Competitive Market Analysis" of your house.
3) View competing properties as available.
4) Research average days on market in your area
5) Determine the effect of similar properties on the market.
6) Help develop an effective pricing strategy for your property.
7) Compute an estimation of your net proceeds from the sale.
8) Provide you with information about how to prepare your property for sale.
9) Tour your property from the "Buyer's Standpoint".
10) Conduct a complete "staging" analysis of your house.
11) Review the exterior of the property and make landscaping suggestions.
12) Provide written instructions on how to stage your house for maximum effect.
13) Provide recommendations for a professional stager, as necessary.
14) Review the interior of the house to maximize attractiveness.
15) Assist you in locating suitable storage for large pieces of furniture.




16) Review the exterior of the house to maximize "curb appeal".
17) Recommend landscapers for making the exterior as attractive as possible, as necessary.
18) Take photographs of your property for use in pre-marketing materials.
19) Develop "Just Listed" postcards.
20) Arrange for professional photographs to be taken of your house.
21)Have photographer virtually stage property if necessary
22) Have photographer provide drone photographs if necessary
23) Place your property for sale on the Multiple Listing Service.
24) Place your property for sale on the Internet.
25) Market your property on our RE/MAX intranet platform to over 200 agents
26) Place your property for sale in other media, as appropriate.
27) Develop an "Open House" strategy.
28) Explain the options of seller financing if applicable
29) Explain the options available with partner lenders offering closing cost credits to market your home

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30) Review the status of any encumbrances against the property.
31) Review the significance of any easements affecting the property.
32) Conduct a thorough and diligent visual inspection of the property.
33) Explain the impact of leased solar and other leased items.
34) Review the state of any property tax liens against the property.
35) Obtain architectural drawings and permits relative to the property.
36) Assist in determining the square footage of the house.
37) Have a basic floor plan drawn if necessary for marketing purposes
38) Develop an attractive description of the house for marketing.
39) Place house description into the Multiple Listing Service.
40) Explain real estate Agency duties and liabilities.
41) Provide seller with a copy of the South Carolina Property Condition Disclosure to complete
42) Review required flood disclosures, as required.
43) Review any environmental Hazards Disclosures requirement.
44) Provide resources for you to gather information on possible Capital Gains Taxes.




45) Review the Smoke Detector Compliance requirement.
46) Review any swimming pool safety ordinances and laws, as appropriate.
47) Explain how a "Competitive Market Analysis" is developed.
48) Review the Competitive Market Analysis with seller.
49) Re-evaluate the Competitive Market Analysis after 30 days if necessary
50) Explain how commissions are split between Listing and Selling Brokers.
51) Explain to seller how much the agents earn on the sale of the property.
52) Show seller how commission splits affect how often a house is shown.
53) Review the Listing Agreement with the seller.
54) Explain my "Marketing Guarantee" to the seller.
55) Clearly define my role and your role in the selling process
56) Review advantages of using a real estate lock box on the property.
57) Review the benefits of placing a real estate sign on the property.
58) Explain the option of obtaining a pest control inspection before listing.
59) Arrange for pest control inspection of the property.
60) Explain the option of a home inspection before listing on MLS.

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61) Arrange for a home inspection on the property.
62) Explain the option of obtaining a roof report before listing on the MLS.
63) Arrange for roof report on the property.
64) Arrange for septic tank inspection, as necessary.
65) Arrange for county inspection, as necessary.
66) Arrange for well water inspection, as necessary.
67) Arrange for asbestos analysis, as necessary.
68) Arrange for smoke detector inspection, as necessary.
69) Arrange for energy conservation inspection, as necessary.
70) Arrange for soils inspection, as necessary.
71) Arrange for pool/spa inspection, as necessary.
72) Assist seller in correcting anything significant revealed in inspections.
73) Recommend obtaining any transferable warranties to share with buyer
74) Place a professional "For Sale" sign on the property, as authorized.
75) Place brochure box on For Sale sign (if appropriate).
76) Keep brochure box filled with flyers.
77) Review security plan for personal possessions and open houses.
78) Obtain key from seller.
79) Duplicate key as needed.
80) Place lock box on property, as authorized.



81) Directly contact agents with qualified buyers about the property.
82) Promote the property at real estate marketing meetings.
83) Respond to agent questions about the property.
84) Respond to buyer questions about the property.
85) Design attractive color flyers for the property.
86) Print color flyers for distribution.
87) Place flyers in locations where prospective buyers will see them.
88) Prepare sheets for potential buyers showing financing options.
89) Prepare an Open House Guest Register.
90) Develop an Open House schedule with owner or tenants.
91) Advertise Open House on Social Media Platforms
92) Assist homeowner in preparation of the property for showing.
93) Suggest cleaners for the property, as needed.
94) Suggest tradespeople for the property, as needed.
95) Send "Just Listed" postcards to neighbors, as necessary.
96) Develop a profile of the most likely buyers for the property.
97) Update marketing program, as necessary.
98) Stay in close contact with the seller about the status of the marketing.
99) Write advertising copy for various media.

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100) Place ads in various media including Social Media and Websites
101) Provide clear flyer display stand for inside the house.
102) For vacant properties suggest the use of appropriate rental furniture.
103) Arrange for stager to view the property to make staging suggestions.
104) Show owner how to obtain copies of building permits, as needed.
105) Order copies of Covenants, Conditions and Restrictions, as appropriate.
106) Obtain HOA budget and financial statements
107) Obtain HOA meeting minutes
108) Obtain information on any HOA assessments in progress and coming soon
109) Place appropriate information into Multiple Listing System.
110) Conduct door-knocking campaign in neighborhood, as appropriate.
111) Follow-up with agents who show the property.
112) Follow-up with buyers who view the property.
113) Meet potential buyers to show them the property.
114) Follow-up with potential buyers from open houses.
115) Canvass centers of influence to locate potential buyers.
116) Arrange for a tour of the property by all agents in the area.
117) Develop a program to attract agents to "Broker's Open" tour.
118) Obtain other real estate agent's opinions of the pricing of the property.



119) Obtain other real estate agent's opinions of the staging of the property.
120) Provide a weekly status report to seller by phone or email.
121) Review local news sources for changes in the neighborhood.
122) Place "Open House" advertisements, as appropriate.
123) Strategically place Open House signs to attract buyers.
124) Hold property open for potential buyers.
125) Provide refreshments for Open House guests.
126) Make sure every visitor signs the Open House Guest List.
127) Review results of the Open House with seller.
128) Prequalify all potential buyers before offers are made.
129) Periodically review progress of the marketing program with seller.
130) Send "Thank you" notes to agents who show the property.
131) Periodically update MLS information.
132) Assist seller in complying with Fair Housing Laws.
133) Assist seller in complying with Fair Lending Laws.
134) Coordinate presentation of offer to purchase the house.
135) Write Counter-Offers and negotiate more favorable terms, as necessary.

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136) Write Multiple Counter-Offers, as necessary.
137) Assist the seller in selecting the most appropriate offer.
138) Review all contracts and addendums in the offer process
139) Send all contracts and addendums for signature once an acceptable offer has been chosen
140) Assist the seller in obtaining a "back-up offer", if possible.
141) Make sure escrow is properly opened.
142) Follow up with buyers agent/buyer weekly
143) Follow up with dates, timelines, and inspections with the buyers agent/buyer
144) Negotiate repair requests
145) Place "Sold" rider on For Sale sign.
146) Send "Sold" postcards to neighbors.
147) Make sure that any encumbrances are paid off at close of escrow.
148) Make sure seller is provided with correct amount at close of escrow.
149) Provide buyers with keys at close of escrow.
150) Remove sign from property.
151) Solve dozens of problems that always plague any transaction.
152) Other miscellaneous activities, too numerous to mention.






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