

LISTING YOUR HOME

dyndi REALTY®
McGraw
REALTORS®



**WE ARE
COMMITTED TO
HELPING YOU
SUCCESSFULLY
SELL YOUR
HOME**

AT MCGRAW REALTORS®

By listing with McGraw Realtors®, you can be confident knowing you have the most educated agents with an impeccable reputation of giving outstanding service. McGraw Realtors®, known for a tradition of excellence, has been successfully helping sellers for more than 85 years to get their home sold. It's critical to hire a qualified agent who understands the current market conditions and trends, so when it really matters... choose McGraw.

We make real estate simple.



DYNDI GIBSON

 405.308.1606

 dyndi@mcgrawrealtors.com

DISTINCTIVE NAME. UNFORGETTABLE SERVICE.

I have a distinctive approach to life and business. One of the first things you'll notice is my extremely caring approach. I'm always looking out for others and strives to treat everyone the way I would like to be treated. I am friendly, patient and easy to get along with. I am also a bundle of energy always on the move and looking to advance myself and my customers forward in life.

For years, I excelled as a medical professional. I served in a wide variety of roles from Radiologic Technologist to MRI Technologist to Imaging Director to Office Manager. But true to my nature, I was looking for more and began investing in real estate. I purchased my first house, renovated it and sold it for a profit. I then did it several more times.

Although I enjoyed my medical career, I developed a passion for real estate. Three years after that initial property, I made a bold decision to make a career shift, turning my sights to helping people throughout Greater Oklahoma City make the most of their real estate opportunities.

I love helping people and it's very rewarding to help them start a new chapter of their lives.



WHAT YOU CAN EXPECT

We understand real estate, we know how to guide our customers through the entire process.
We strive for a seamless, stress free transaction for the best customer satisfaction.



Market condition
consultation for
pricing your home



A strategic plan to
prepare & market
your home



Communication
throughout the listing
& selling process



Negotiation
strategy



Compliance- To keep the
seller on track in
contract of their role for
performing & timelines
in contract



Navigation
through
contract to
close



Satisfactory
customer service
to ensure a
successful closing

PRICING & PREPARING YOUR HOME

FACTORS IN PRICING YOUR HOME

- Market condition
- Location, size, and age
- Number of bedrooms & bathrooms
- Garage size
- Property condition
- Features & finishes

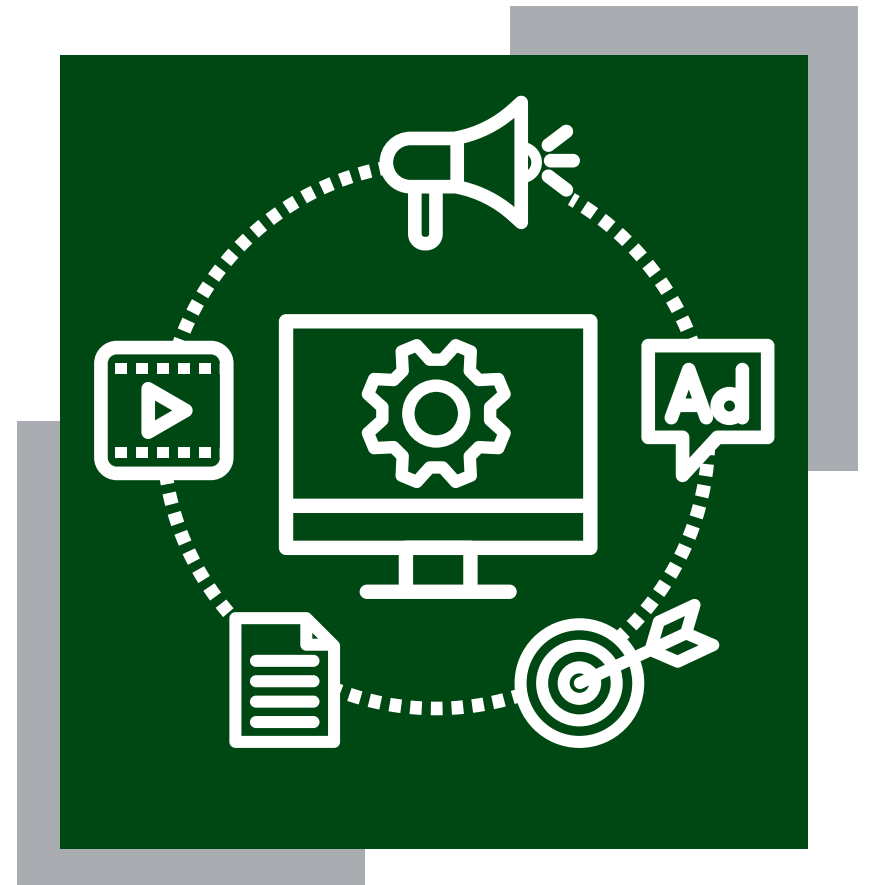
FACTORS IN SELLING YOUR HOME

- Correct pricing
- Strategy & timing to list
- Marketing strategy
- Agent reach capability
- Negotiation Strategy
- Navigating contract to close obstacles

FOR MAXIMUM VALUE IN A TIMELY MANNER

A STRATEGIC MARKETING PLAN MADE FOR YOUR HOME

- FACEBOOK CONNECT
- LISTING VIDEOS
- PROFESSIONAL PHOTOS
- ONLINE ANALYTICS & STATS
- EMAIL MARKETING
- SOCIAL MEDIA CONTENT
- WEBSITE SYNDICATION
- LISTING FLYERS
- YARD SIGNAGE
- PUBLICATIONS
- POSTCARDS



REACH MATTERS. INSIGHT MATTERS

COMMUNICATION THROUGHOUT THE SELLING PROCESS

LISTING

- 1 Discuss price and marketing strategy.
- 2 Sign all documents pertaining to listing.
- 3 Confirm with the seller the date listing will be live on the market.
- 4 Schedule open houses or other events.
- 5 Provide feedback of all showings to seller.
- 6 Review market statistics with the seller throughout listing period.
- 7 Review ongoing marketing efforts with the seller.

SELLING

- 1 Present offers with net sheets to negotiate to an executed contract.
- 2 Communicate inspection appointments to seller & attend inspections.
- 3 Negotiate repairs within the time frame allowed in the contract.
- 4 Help coordinate contractors for repairs.
- 5 Communicate appraiser appointment.
- 6 Review the settlement statement.
- 7 Coordinate final walk-through & closing.

NEGOTIATION

COUNTLESS TERMS IN THE
CONTRACT TO NEGOTIATE

- PRICE
- CLOSE DATE
- EARNEST MONEY
- INCLUSIONS/EXCLUSIONS
- SELLER CONCESSIONS
- HOME SERVICE AGREEMENTS
- FINANCING
- CONTINGENCIES
- REPAIRS
- LOW APPRAISALS
- SURVEYS
- APPRAISAL REQUIREMENTS
- TITLE REQUIREMENTS



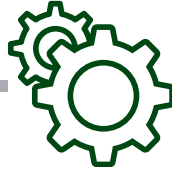
NAVIGATING CONTRACT TO CLOSE

START HERE



CONVERT AN OFFER INTO A CONTRACT

- PRESENTING OFFERS + NET SHEETS
- STRATEGIZE NEGOTIATION
- WORK DILIGENTLY AND QUICKLY TO HELP SELLER FINALIZE CONTRACT



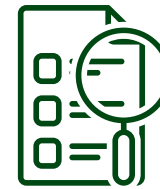
PROCESS CONTRACT AND COMPLETE COMPLIANCE

- REVIEW FINAL CONTRACT TO ENSURE IT IS ACCURATE AND COMPLETE
- REVIEW TIMELINES OF CONTRACT WITH SELLER & SELLER'S DUTIES TO FULFILL THE TERMS
- PROCESS CONTRACT AND FILE WITH BROKERAGE FOR ADDITIONAL COMPLIANCE



SET UP WITH TITLE COMPANY

- ORDER/UPDATE ABSTRACT
- RESOLVE ANY TITLE REQUIREMENTS
- LOAN PAYOFF INFORMATION
- HOA COMMUNICATION TO CLOSER



INSPECTIONS

- COORDINATE INSPECTIONS WITH SELLER
- PRESENT ALL INSPECTION REPORTS & REPAIR REQUESTS
- NEGOTIATE REPAIRS
- HELP SELLER OBTAIN REPAIR BIDS
- REPAIRS COMPLETED PRIOR TO CLOSING
- RE-INSPECTIONS



APPRAISAL

- SCHEDULE WITH SELLER
- PROVIDE HOME DETAILS AND COMPARABLES IF NEEDED
- NEGOTIATE IF LOW OR HAS REQUIREMENTS

RESIDENT SERVICE AGREEMENT

- SELLER COVERAGE/BUYER COVERAGE
- ORDER AGREEMENT



CLOSING

- COORDINATE THE PRE-SIGNING PROCESS
- MOVE OUT WALK THROUGH
- COMMUNICATE UTILITY SCHEDULING
- HELP WITH LAST MINUTE PROBLEMS BEFORE FINAL CLOSING
- FUNDS WIRED
- KEYS HANDED OVER AT CLOSING

FINISH

**SERVING
ALL YOUR**

McGraw
REALTORS®

McGraw
REALTORS®
PROPERTY MANAGEMENT & LEASING

MCP MCGRAW
COMMERCIAL
PROPERTIES

McGraw
REALTORS®
LAND | FARM | RANCH

WINFIELD
PROPERTY
MANAGEMENT
WITH MCGRAW REALTORS®

McGraw
REALTORS®
RELOCATION & REFERRAL

REAL ESTATE NEEDS

MCGRAW RESIDENTIAL

**MCGRAW PROPERTY MANAGEMENT
& LEASING**

MCGRAW COMMERCIAL PROPERTIES

MCGRAW LAND, FARM, & RANCH

**WINFIELD PROPERTY MANAGEMENT WITH
MCGRAW REALTORS**

**FULL-SERVICE RELOCATION & REFERRAL
DEPARTMENT**

