



Selling Your Home For Top \$\$\$\$\$\$

A guide to the home selling process



RESUME

- Team of 30+ REALTORS with many years of experience
- Successfully closed hundreds of real estate transactions
- Average 98.4% of sellers asking price or much more than asking price in the current-high demand market
- Average 92.3% successfully selling homes that we list
- Over 90% of my closed sales are referrals from satisfied clients
- Social media, internet and marketing expert
- Partnerships with Realtor.com, Trulia and Zillow to feature our listings and attract buyers and investors.



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My Commitment To You

1. I'll do what I say
2. I will always communicate with you proactively
3. I will always do what is right for your best interest
4. I will always give you the truth regardless of the situation
5. I will always use the most effective strategies to market your home
6. I will always return your phone calls, emails and text messages with urgency
7. I will fight to ensure you get the most for your home in the right amount of time
8. I will always provide you with expert advice to help you make the best decision
9. I'll proactively spend time everyday searching for qualified buyers for your property
10. A referral is by far the best compliment. I'm committed to providing you an experience that makes you comfortable referring me to people you know looking to sell their home

Marketing Plan of Action

- Complete the pre-listing home feature sheet together with you
- Install lockbox with extra keys
- Order for sale yard sign
- Coordinate photo shoot
- Create property flyers
- Create a full MLS listing and give you full access to review before listing goes live
- Send out email blast to all realtors in the marketplace
- Syndicate your listing to ALL major real estate websites including Zillow, Trulia, Realtor.com and 100's more
- Send out just listed campaign to my entire social media and database
- Contact local agents in the area to promote your property and render a qualified buyer
- Conduct a full analysis of the agents who may be working with buyers that are interested in homes just like yours
- Make calls every morning from 8 am- noon around the local area to find qualified buyers
- Targeted Facebook buyer database and full social media and internet marketing campaign
- Set up ShowingTime App to provide seller with real time buyer and agent feedback
- Pre-qualify all buyers before private showings
- Friday listing reviews sent to you via email to update you on the listing activities and the sale of your home
- Conduct open house event upon seller's request and providing you feedback to adjust listing to market demand
- Keeping you updated on market trends, sales and showings in your area



My NO Risk Listing Program

No Handcuff Listing Agreement

Unlike most other real estate companies, we don't lock you down to any long-term listing contracts. We believe that we need to earn your business every day that we are working for you and therefore, if there's ever a time where you're not happy with the service in which we provide, just let us know and we can shake hands as friends and go our separate ways.

SMART Seller Program – You Can Still Sell It

For a lot of people, they would still like the option of selling their own home to saving money and realtor commissions if they can. We believe you should be able to do that very thing even while listed with us. Our Smart Seller program allows you to continue to market your home to your friends, family and co-workers. If you find a buyer and you are both in agreement, you'll pay only a 1% transaction coordinator fee for us to handle the paperwork for you. I believe this is a win-win scenario for you.



Flexible Commission Program

1% - You find the buyer. I'll handle the entire transaction

4 % - If I find you a buyer

6% - If another agent brings the buyer

7% - **Ask about our Signature Marketing Package**

The Listing/Selling Process

1. Install a SentiLock electronic lockbox with Bluetooth access and entrance/exit tracking
2. Complete the listing paperwork and assist with seller homework
3. Verify title and ownership status
4. Order the yard sign – (3-5 Days)
5. Schedule and coordinate a photo session for the listing
6. Create the MLS listing and review it with you before we hit the market
7. GO LIVE!
8. Coordinate showings and provide you with feedback after the showings
9. Update you EVERY Friday
10. Present and negotiate all offers
11. Coordinate with the title company, lender, inspector, appraiser, etc.
12. Coordinate and schedule closing
13. Review the final numbers before closing
14. Buyers final walk through
15. CLOSE!
16. Follow through on paperwork





Thank You



Thank you for taking the time to consider me for handling the sale of your home and taking the time to look at your options. Selling a home can be one of the most difficult financial transactions and you need a true professional who has the experience and expertise to ensure you get the most money for your home while providing you world class client service. I am excited to work for you and looking forward to helping you accomplish your goals.

Sincerely,
Khalil Hachem

The Signature Group Realty

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