

Seller Services

The 15 Steps I offer as an agent to ensure the successful listing and sale of your home:

- 1. The 3 P's.**
In any market, it takes three things to sell a property - Presentation, Promotion and Price. Presentation is how the property shows to prospective buyers; it's the "WOW" factor. Your home should show as a show room to elicit the strongest impression and emotional attachment of buyers. Promotion is my job as your agent; my progressive marketing techniques will provide wide-spread exposure to buyers and other agents. Price is what a willing, able and ready buyer will pay for your home on the open market. I will help you determine the most appropriate price to maximize your return.
- 2. Negotiating the Offer**
The fact is, the Listing Agent must be a better negotiator than the Buyer and the Buyer's agent; simply put, you need a proven negotiator on your side.
- 3. The Purchase and Sale Contract**
The Purchase and Sale Agreement (P&S) is a valid contract with the buyer for the sale of your home. It's important that your agent fully reviews and scrutinizes the contract to ensure your best interests. Failure to do so may be costly. As a full-service agent with an analytical background, I'll make sure the contract is solid and accurate.
- 4. The Home Inspection**
You'll need to understand the importance of the home inspection contingency, as this is the number one reason why home sales fail. I will proactively work and communicate with the Buyer's agent during this process. Also, I'll help you to make your home "inspection friendly".
- 5. Re-Negotiating the Offer**
Buyers may try to re-negotiate large sums of money and new conditions as a result of the home inspection. Again, you need an agent who'll go to bat for you to negotiate on your behalf.
- 6. Buyer's Loan Application**
You'll need to understand the importance of the buyer's loan contingency as this is the number two reason why home sales fail. I will proactively work and communicate with the Buyer's agent to verify the buyer's "good faith" in the loan application and approval process.
- 7. Appraisal**
The appraisal is important as even a slight variance between the appraisal and purchase price can negatively affect the transaction. As a full-service agent, you can count on me to actively assist the appraiser.

8. Title
I'll order and review preliminary title with you and work with title officers to help reveal any defects that may prevent or delay a transaction.
9. Escrow
Selecting the right escrow company can also affect the outcome of a transaction. I can help you select an escrow company that will go above and beyond the call of duty (i.e. meet you at your work place).
10. Loan Commitment vs. Waiver of Financing Addendum
In many cases, a loan approval is conditional rather than fully committed prior to closing. It's important to understand the buyer's loan application status and to obtain a commitment when it comes time.
11. Closing Date / Recording Date
At times the buyer or the buyer's lender may need to extend the closing date. By maintaining close participation with the buyer's agent, I'll be able to anticipate and negotiate on your behalf when this occurs.
12. Final Week of Closing
Issues can arise during the final week that can jeopardize the transaction. I'll ensure that it's a smooth week. Note, the signing date and closing date are different. Generally, closing occurs several days after signing, when the loan has been funded and recorded by the county.
13. Possession
You'll need to understand the implications of the possession date and how best to structure it for your needs. I'll communicate with the buyer's agent to ensure everyone is on the same schedule.
14. First Week After Possession
At times buyers will discover things they thought were supposed be left behind or something that isn't in proper working condition. My proactive approach during the sale and prior to closing will help prevent these situations from arising.
15. The First Year After Closing
With solid representation & recommendations, I can help prevent other issues that can come up throughout the year. As your Listing agent, I provide all these services to you subsequent to, and during, the closing of your sale. I will give your 100% of my commitment until we achieve your goals. If you have any questions or concerns, please call me anytime.