

BEFORE WE LIST YOUR HOME FOR SALE

- Prepare a market analysis by researching property values, studying recently sold properties, analyzing expired listings and reviewing homes currently on the market.
- Secure tax information on your property.
- Suggest an appropriate pricing strategy.
- Explain seller closing costs and net proceeds, prepare and estimated net proceeds sheet.
- Explain property taxes and how taxes are paid in arrears in Indiana. Sellers typically pay for all property taxes due up to and including day of closing.
- Discuss exclusions and personal property.
- Discuss recent improvements, age of major components etc.
- Recommend possible improvements to yield the highest price.
- “Stage” the house for possible changes to enhance showings for maximum impact.

AFTER WE LIST YOUR HOME FOR SALE

- Take pictures of your home and possibly a short video if appropriate
 - Gather listing information including room dimensions, flooring types, window treatments etc.
 - Enter listing information into the Metropolitan Indianapolis Board of Realtors (MIBOR) Multiple Listing Service
 - Explain the appointment system and showing procedures.
 - Enter showing instructions into our Centralized Showing System (317) 955-5555
 - Create a personal web site to showcase your home, place it on www.goinsidenow.com
 - Place your listing on my smartphone friendly website www.yourhomeexpertteam.mobi
 - Create a short video with pictures and music and place on all web sites to help market your home.
 - Syndicate your home on literally dozens of other web sites as well as our local MLS system Mibor
 - Discuss the pros and cons of both a One Year Home Warranty and a home pre-inspection.
 - Purchase a Showcase Listing Enhancement on Realtor.com for your home so that your listing will stand out more on that site (more pictures, enhanced format, video upload)
 - Upload the video of your home to both my YouTube channel and the Coldwell Banker On Location YouTube Channel to maximize your home’s online presence.
 - Install a “for sale” sign in your yard with the www.goinsidenow.com flyer
 - Install a 2nd smaller sign in your yard with a QR code pointing to www.yourhomeexpertteam.mobi
 - Install a lockbox to facilitate showings by all brokers.
 - Prepare effective highlight sheets to have at the house for buyers and agents to pick up.
 - Blast email about listing to targeted top area Realtors, especially agencies close to your home.
 - Include your listing in my online monthly eNewsletter to 1,000+ past clients and sphere of influence.
 - Market your home via several social media sites including Facebook, Twitter, Craigslist, LinkedIn and Pinterest.
 - Contact current prospects to offer a private showing.
 - Screen and qualify prospective buyers.
 - Promote your property at weekly sales meetings of brokers.
 - Send you weekly updates and follow up on all showings.
 - Stay abreast of current market conditions.
 - Potentially conduct open houses
 - If you are moving out of town, help refer you to a qualified agent in that area through our extensive relocation program.
 - Supervise weekly inspection, lawn maintenance and winterization if the property is vacant.
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WHEN WE RECEIVE AN OFFER ON YOUR HOME

- Analyze, evaluate and proof the purchase agreement for completeness and accuracy.
- Discuss qualifications of the prospective buyer.
- Explain all details and contingencies of the offer.
- Negotiate on your behalf.
- Detail seller expenses and net proceeds you should expect at closing.
- Insure earnest money has been received at our office within 2 business days of accepted offer.
- Obtain pre-approval letter from buyer's lender.
- Prepare a timeline of key upcoming actions (e.g. mortgage application, mortgage approval, inspections, closing, etc.).
- Preview any contingency properties.
- Maintain rapport and communicate regularly with other agents in the transaction.
- Schedule the closing with the title company selected to close the transaction.
- Send a copy of the covenants and restrictions for your neighborhood to the buyers agent.

WHILE YOUR HOME IS PENDING

- Send your contact information, loan payoff information and HOA contact information to the title company
- Place order for title insurance, deed, vendor's affidavit and survey with the title company.
- Have title company order mortgage pay-off.
- When appropriate, meet appraiser at property and present market data.
- Review all title work.
- Coordinate and schedule the home inspection with the buyer's agent and their inspector.
- Review the home inspection report and buyer inspection response with you.
- Prepare your response as to what you will and what you won't fix per the buyer inspection response.
- Offer names of contractors available for any needed repairs.
- Follow up with buyer's lender and title insurance company.
- Assist cooperating agent with any problems relative to the sale.
- Show sale as "pending" in the MLS system, if deemed appropriate.
- Schedule the closing time for the closing date defined on the purchase agreement.
- Help you locate a new home or condominium, if desired.
- Order all final inspections and prepare all necessary documents.
- Suggest names of household movers.
- Order Home Warranty for Buyer if it is called for in the Purchase Agreement.

AT THE CLOSING AND AFTER THE CLOSING

- Analyze, evaluate and proof the closing statement (HUD) prepared by the title company for completeness and accuracy.
 - Discuss proceeds and closing statement with you.
 - Attend the closing and answer your questions.
 - Coordinate possession of property.
 - Maintain an electronic copy of all closing papers.
 - Represent you in your absence (specific power of attorney), if desired.
 - Arrange for payment of expenses from closing proceeds.
 - Coordinate the transfer of utilities and keys.
 - Pick up yard signs and lockbox.
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