

Thank you for considering the opportunity to work with **Rick & Julia McMahon and Real Estate Advantage** to market your property.

In order for us to effectively market your home, we must work together as a team. This information guide familiarizes you with how we work for you.

Digital Pictures of the home for brochures, and other electronic marketing. The photos are also used for virtual tours when applicable.

Digital Pictures are used in property promotions, as well as links to virtual tours and other websites used to give 24-hour exposure to your property. We generally like to take interior pictures at the time of the listing agreement being signed.

Internet Upload: The upload to the Internet sites for REALTOR®.com, are not immediate, as they are in our local MLS system CCBRMLS.com and websites we control. (See attached list)

Please allow for a few days time lapse for the information to be uploaded from our local Multiple Listing Service.

Brochure or Flyer: A brochure or flyer of your home may be produced by Real Estate Advantage. If there is information that you would like to be featured in this brochure, please be sure to notify us right away. These are for you to distribute as you wish and to have in your home for showings. Please notify us at 483-3300 if you need more brochures. **Generally the MLS sheet is sufficient for the majority of listings.**

Feedback Information: Feedback comments from agents showing your property are secured asap. **You, the seller, will be called, e-mailed or text.** Please have your e-mail & phone numbers written down for us when we meet.

A sophisticated software program that we integrate into our business communications and tracking services. The program is designed to track activity on your property and supply you with an email report of those services. During the marketing process of your property, we will provide you with this essential information, and also keep an accurate accounting of all activities, which include number of showings, feedback comments, on line hits etc.

Advertising: Your home will be advertised in numerous media. These include and are not limited to:

- A)The Internet where over 90% of all home buyers start and continue their home search.
- B)Signage C) Print

When we meet with you we will expand on our marketing program for you.

Showcasing your home for marketing: Julia McMahon will offer tips on how to make the property show more attractively and highlight the property and not your personal belongings.

You can begin by packing up those objects that are not necessary for daily living, which may make the home look smaller.

This effort on your part also produces better pictures of your home for marketing.

Utilities: On your current residence for sale or vacant properties, **utilities must be available and in working order.** Agent showings to prospective buyers, home inspectors, bank appraisals, county health inspections must be conducted with utilities in working order. **Not having them on will result in additional time on the market.**

Agent Showings: Showings help us sell your home! Please make every effort to make your home ready and available to show at reasonable times. An electronic lock box will be placed on your door to make your home more accessible for showings and to electronically track showings. This box will remain on the home until the closing to accommodate the final walk through. It will in no way inconvenience your access to the house. You will also be given notice of a showing generally 24 hours in advance. Please let us know other parties that may have access to the property. **Please have a copy of a key(s) available for us when we meet. If your property is a multi unit we will need each key marked on the key for each unit. E.g. 1, 2 or A, B, C etc.** a Magic Marker works well for this.

Price Changes: In the event that the market activity reflects a need to adjust the listing price of your home, the new marketing price will be implemented thru MLS and the listing agreement date will automatically be extended for the original length of the listing period 180 days to allow for this price change to be effectively re-marketed.

Inspections: If the property is under contract and an inspection is required, home inspections can take up to three hours. Often the buying parties will accompany the inspector during that time. The buyer pays for this service, and only the buyer's agent will be present with the buyers.

Concierge Services: Any services that are recommended by us are done only on an informational basis, and are offered strictly as a convenience. We cannot accept responsibility thereafter we are always interested in your feedback and comments.

Public Open Houses – It is our policy to discourage public access to our properties to those unqualified buyers and/or non-serious prospects. We are much more comfortable knowing the motivation and purchase power of a prospective buyer prior to exposing your home, family and personal belongings to complete strangers. We do open houses in the prime selling season when we meet and will discuss open houses at that time.

Closing Services – We do it all, A to Z and all the hand holding in between. We are pleased to deliver a contract for sale to your attorney. If you do not have an attorney we will recommend a number of very competent and personable counselors for you.

Electronic Signatures: We utilize the latest technology, all paperwork can be completed online including signatures.