



# LISTING PRESENTATION

Prepared by Roger Jarnigan



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## A NOTE FROM ROGER

Thank you for the opportunity to share my strategies with you for marketing your home to ensure you get the highest price in the shortest amount of time, with a smooth transaction from start to finish.

I specialize in local real estate with a deep understanding of your neighborhood. I'm confident that I can bring you strong offers from qualified buyers, and I look forward to working with you.

*Roger Jarnigan*

REALTOR® | DRE#00920665



# MEET ROGER



## ROGER JARNIGAN REALTOR®

Roger Jarnigan is a dynamic real estate professional, specializing in residential sales across Southern California. Roger brings a depth of knowledge and experience to every unique sale and listing he manages.

As a seasoned veteran with Equity Union Real Estate, Roger has an outstanding, proven track record for providing superior client service, culminating in successful and satisfying transactions. Roger is fully committed to helping clients achieve their real estate goals and dreams. Roger's broad range of real estate services includes sales of single-family homes, condominiums, income-producing properties, commercial listings, as well as land.

As a creative and innovative marketer and a savvy, expert negotiator, Roger brings a wealth of industry experience to all of his real estate listings and sales. He has an unparalleled ability to create the most rewarding investment strategies for his clients, for both short and long-term gains.

Roger provides responsive, attentive service while adhering to the highest ethical standards. His strong referral business from loyal, repeat clients is a testament to his value on their behalf.

His mission is to create unique, tailor-made, and personalized real estate solutions for clients, whether they are first-time buyers, experienced sellers, or astute investors.

Roger will provide you with exceptional service and results for all of your real estate needs. If you are looking for a real estate professional who will exceed your expectations, Contact Roger Jarnigan at 818.521.4535.

# MEET THE TEAM



## DEMETRA KALIVAS

Managing Broker

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**DIRECT.**

818.380.5256

**EMAIL.**

demetra@equityunion.com



Demetra is a San Fernando Valley native and was born and raised in Northridge. She started her career in real estate in 1993 after 15 years in banking, where she quickly advanced from the teller window to assistant to the bank president and eventually managing bank operations. Demetra has extensive knowledge as a real estate investment and finance advisor, and with acquisitions and dispositions. Her specialty is residential real estate contracts and real estate legal compliance. Demetra has managed real estate brokerage offices for more than 20 years and is currently Equity Union Real Estate's Managing Broker.

## ZACH POMER

Vice President, Marketing

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**DIRECT.**

818.380.5208

**EMAIL.**

zach@equityunion.com



Zach Pomer, Vice President, Marketing, oversees all marketing and communication efforts for Equity Union Real Estate and its agents. He spearheads strategic business development, media relations, social media, print advertising, and website development, ensuring the brokerage's marketing efforts are consistent and inspiring.

## AUBREY MAGGI

Transaction Coordinator

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**DIRECT.**

661.644.0823

**EMAIL.**

aubreyrealty@gmail.com



Aubrey Maggi, Transaction Coordinator, acts as a vital liaison between all parties in each transaction, including clients, escrow companies, lenders, and others. She efficiently manages all complex administrative tasks, ensuring a smooth and successful real estate sale.



## FIVE STAR REVIEWS

But you don't have to take my word for it. Look what these clients have to say about the quality of my services and their satisfaction with my services!

*Roger Jarnigan*  
HOMES COLLECTION



EQUITY  
UNION  
REAL ESTATE



★★★★★ **Roger Jarnigan  
stands out in realty...**

goes above and beyond what most other realtors are capable of doing. He always goes above and beyond for all his clients, buyers, sellers, brokers, assessors, associates, stagers, photographers, etc. on every level. Roger is extremely thorough when closing a deal to the highest standard in his business."

"Roger Jarnigan stands out in the realty community for many reasons. With several decades in realstate, Roger has proven he

★★★★★ **Look no further than  
Roger Jarnigan...**

him was nothing short of extraordinary. From our very first meeting, we knew we had found a true professional who knew exactly how to get the job done."

"If you're on the hunt for a real estate agent who can work magic and sell your home in record time, look no further than Roger Jarnigan! Our experience with

★★★★★ **He helped get us into  
our first home...**

through, every step of the way. He was patient, knowledgeable and steps ahead of the

"Roger is an amazing agent! He helped get us into our first home when we didn't even think it was possible for us. He guided us

★★★★★ **Roger is the most  
knowledgeable...**

all. He just sold our property in 2021 in a remarkable 2 weeks time."

"Roger is the most knowledgeable and fair real estate professional I have ever known. Very honest... I would recommend him highly to

★★★★★ **It was a pleasure to  
work with Roger Jarnigan...**

with selling his home and commercial properties. Because I lived two states away, this was challenging. I was very fortunate to meet Roger, who helped tremendously by selling my uncle's home quickly, putting me in touch with local vendors who helped disposition the home possessions, and referring me to a commercial realtor to help sell the commercial properties. Throughout the entire process, Roger consistently made himself available to help with any issue that arose. He was always pleasant, always professional, always friendly, and extremely knowledgeable. I highly recommend Roger Jarnigan!"

"Roger Jarnigan was absolutely outstanding to work with. When my uncle unexpectedly passed away in 2012, I was charged



WHY

# EQUITY UNION

Equity Union Real Estate is the fastest growing real estate brokerage in Southern California, with a roster of more than 750 local Realtors and a large, impressive network of qualified home buyers. As a member of this dynamic team, I am fully supported with award-winning technology to attract serious, qualified buyers to your property and highlight its most attractive features and assets, to ensure that it is a highly competitive listing. Equity Union Real Estate also offers a unique value proposition thanks to our diverse partnerships with real estate professionals to help you navigate the sale of your home, regardless of your circumstances, needs, and goals. By listing with me, you are automatically enlisting one of the most effective, productive, and resourceful teams and powerful real estate networks in the entire region.



## AWARDS & HONORS

### LOS ANGELES BUSINESS JOURNAL

Top real estate brokerage in Los Angeles County  
by closed units and sales volume year over year as  
per the Los Angeles Business Journal

### RT REALTRENDS

Ranked by RealTrends 500 as one of the nations  
largest independent brokerages by closed  
transactions and volume year over year

### GC2024 GAME CHANGERS

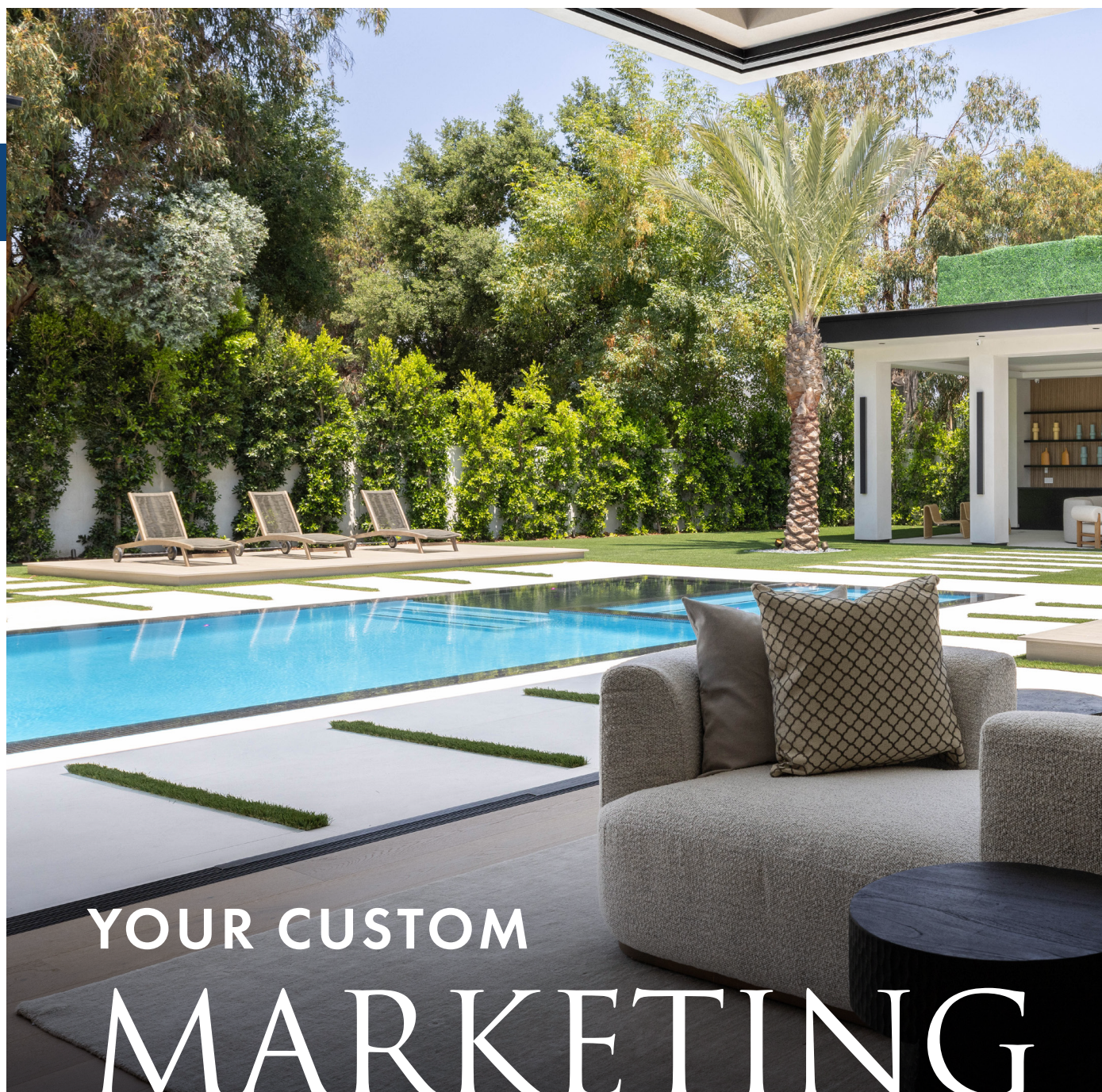
Recognized by RealTrends as one of the top  
independent brokerages nationwide in growth  
over the last five years

# \$2B

IN SALES VOLUME IN 2023

# 2,400

CLOSED UNITS IN 2023



# YOUR CUSTOM MARKETING STRATEGY

Our award-winning real estate marketing platform is built with next-generation technology. Our future-forward approach ensures maximum exposure for your property listing, with stunningly gorgeous print materials, sleek and engaging social media content, and beautiful, expertly crafted email campaigns. My primary goal is to spearhead innovative marketing strategies that generate property showings from right, willing, and able buyers to submit the best, most competitive offers with the most favorable terms.



## ARTFUL STAGING

Making a compelling first impression is essential if you want to sell your home.



## PROFESSIONAL PHOTOGRAPHY

Buyers start their search online and professional photographer will make your home shine



## PRINT MARKETING

Professionally designed print materials increase exposure to potential buyers



## INTERNET ADVERTISING

Marketing your home online is necessary in today's age to attract buyers and realtors alike



## MASTERFUL OPEN HOUSES

Many buyers come from hosting open houses, we'll ensure your home is easy to preview



## WEBSITE EXPOSURE

A large number of websites highlighting your property will leave no stone unturned



# STAGING YOUR HOME



## YOUR PROPERTY AT ITS BEST

Creating a compelling first impression is crucial to selling your home. Be sure that your property is shown at its best with artful and strategic staging, for an unforgettable first impression that inspires attractive, competitive offers. We partner with some of the most talented and creative stagers in the business, who know how to dramatically enhance the appeal of any home. We also offer innovative online staging, which is a convenient and budget-friendly option.

# PHOTOGRAPHY & VIDEO



## PROFESSIONAL PHOTOS MAKE YOUR PROPERTY SHINE

Consumer data confirms that before talking to a real estate agent or contacting a homeowner, 98% of buyers conduct independent online research. A picture is worth 1,000 words, and our professional real estate photographer will capture your home in a way that makes every one of those words count toward a quick sale and a great price.

They are adept at close-up, aerial, and drone photography and we also offer videography and 3-D Matterport virtual home tours for select listings. Best of all, as a token of thanks for allowing me to market your home, I'll cover the cost of this professional photography service when you list your home with me.

\*Property videography and 3-D Matterport tours are available for select listings.





# PRINT MARKETING

All of our print materials are professionally designed, created, and executed for maximum persuasive impact to help lure qualified buyers, showcase your home, and generate a sale.

Our print media marketing materials include:



## PROPERTY MARKETING

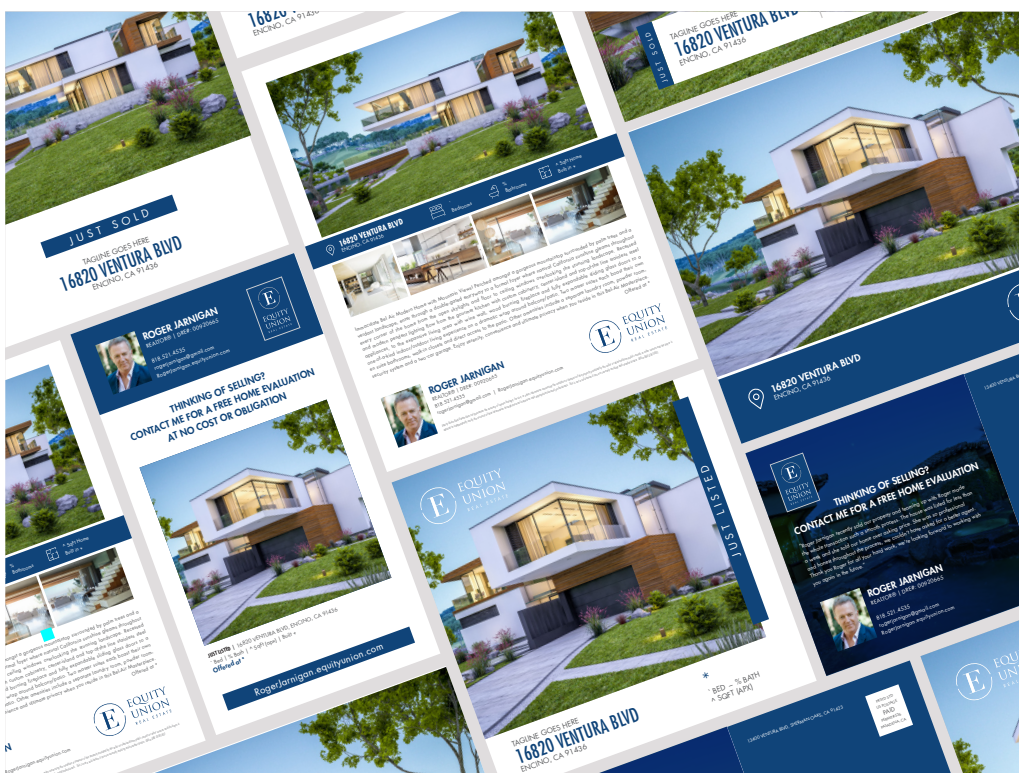
Professional property fliers and brochures highlighting your home

## DIRECT MAILINGS

Direct mailings of "Just Listed" postcards sent to potential home buyers in your neighborhood and market area.

## PRINT MEDIA

Paid advertisements placed in real estate publications\*



\*Marketing materials based on listing agreement with client.

Roger Jarnigan  
HOMES COLLECTION



PROPERTY FLYERS

Professionally designed property flyers, utilizing beautiful photography and showcasing your home to potential buyers



**16820 VENTURA BLVD**  
ENCINO, CA 91436

Bedrooms

Bathrooms

Sqft Home  
Built in +



Immaculate Bel Air Modern Home with Mountain Views! Perched amongst a gorgeous mountaintop surrounded by palm trees and a verdant landscape, enter through a double-gated entryway to a formal foyer where natural California sunshine gleams throughout every corner of the home from the open skylights and floor to ceiling windows overlooking the stunning landscape. Recessed and modern pendant lighting flow from the gourmet kitchen with custom cabinetry, center-island and top-of-the-line stainless steel appliances, to the expansive living area with wine wall, wood burning fireplace and fully expandable sliding glass doors to a one-of-a-kind indoor/outdoor living experience on a dramatic wrap around balcony/patio. Two master suites each boast their own en suite bedrooms, walk-in closets and direct access to the patio. Other amenities include a separate laundry room, powder room, security system and a two-car garage. Enjoy serenity, convenience and ultimate privacy when you reside in this Bel-Air Masterpiece. Offered at \*



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Equity Union Real Estate does not guarantee the accuracy of square footage, lot size, or other information concerning the condition or features of the property provided by the seller or obtained from public records or other sources and the buyer is advised to independently verify the accuracy of this information through personal inspection with appropriate licensed professionals. This is not a solicitation of an offer or contract to sell real estate. Offer (00920665)




**16820 VENTURA BLVD**  
ENCINO, CA 91436




PROPERTY BROCHURES


Professionally designed foldover brochures, making a big impression.



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THINKING OF SELLING?  
CONTACT ME FOR A FREE HOME EVALUATION  
AT NO COST OR OBLIGATION



**JUST LISTED** | 16820 VENTURA BLVD, ENCINO, CA 91436  
\* Bed | % Bath | ^ Sqft (apx) | Built +  
**Offered at \***

RogerJarnigan.equityunion.com

JUST LISTED POSTCARDS

“Just Listed” postcards sent to potential home buyers in your neighborhood and market area.



THINKING OF SELLING?  
CONTACT ME FOR A FREE HOME EVALUATION

\*Roger Jarnigan recently sold our property and teaming up with Roger made the whole transaction such a smooth process. The house was listed for less a week and she sold our home over asking price. She was so professional honest throughout the process, we couldn't have asked for a better agent. you Roger for all your hard work, we're looking forward to working with you again in the future."



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# MASSIVE ONLINE EXPOSURE

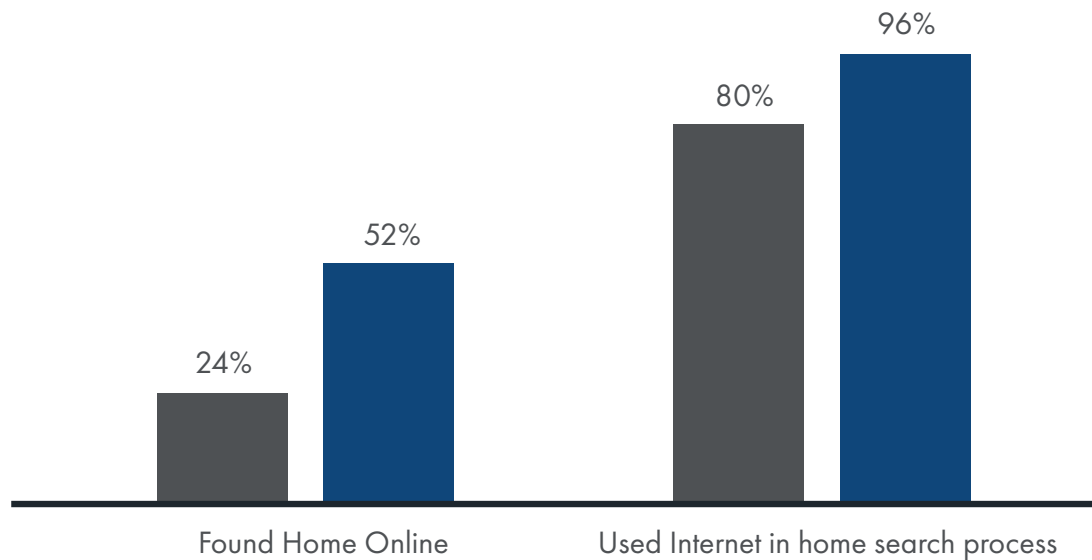
We ensure your property is featured on over 700 high-traffic websites for maximum exposure to the largest number of buyers.

*Roger Jarnigan*  
HOMES COLLECTION



EQUITY  
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REAL ESTATE

# HOW BUYERS FOUND THEIR HOME



Source: National Association of REALTORS®. Profile of Home Buyers and Sellers

■ 2006 ■ 2023

## DETAILED ANALYTICS

ListTrac provides online activity reporting, offering unbiased marketing intelligence to help guide listing campaigns and keep track of the performance of your listing with metrics, including listing views, leads, shares, and favorites captured from major portals, broker sites, and MLS systems. You will receive a weekly email with a summary of the online activity for your listing within the MLS and on other top sites across the web.





# INTERNET PRESENCE

## GLOBAL REACH

Equity Union Real Estate has an aggressive strategy for attracting international home buyers to our listings. We distribute information about your listing, including gorgeous photographs, to a wide array of premier consumer websites around the world. That ensures maximum exposure to qualified buyers and investors across the globe. The network of trusted international websites for my listings includes the leading real estate websites viewed in the UK, China, and India.



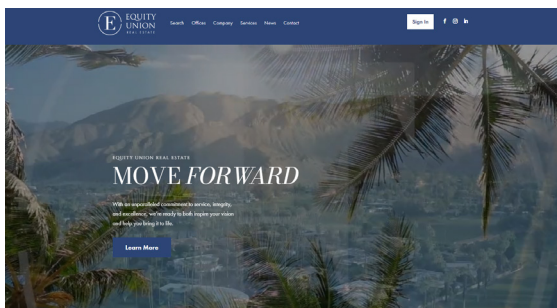


# NATIONAL REACH

When you list with me, your property is marketed on more than 300 websites, including the #1 websites where buyers start their search online. You will get maximum exposure for your listing to the widest possible audience of strategically targeted buyers and investors. I also have access to complete and objective consumer traffic data from an array of leading real estate websites and mobile applications, including dozens like Realtor.com, Zillow Group, Homes.com. Additionally, your listing will appear on MLS public websites, franchise and brokerage websites, and more. The metrics collected from all of these sources will be organized, analyzed, and presented to you in easy-to-read reports, providing us with critical business intelligence to help guide marketing advertising decisions for the most bang for the buck.

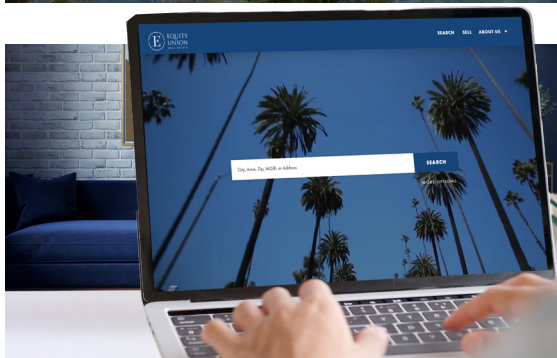


# WEBSITE EXPOSURE



## EQUITY UNION WEBSITE

Our company website gets thousands of unique visitors per month. Among the features specifically designed to give consumers all the real estate information they want, are local featured listings on the site. Equity Union's Listing Agent Lead philosophy enables me to get every lead that expresses



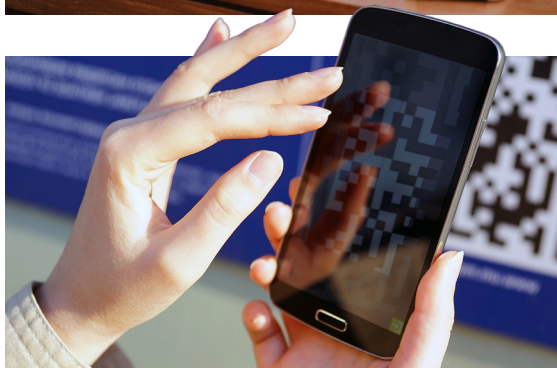
## MY WEBSITE

Your property will be featured on the homepage of my agent website, where potential buyers can click to learn more about what makes your property special as well as schedule a tour. I send marketing collateral to potential buyers featuring your



## INDIVIDUAL PROPERTY WEBSITE

I will create an individual property website highlighting your home's professional photos, videography, and property description so potential buyers and real estate agents have convenient digital access at their fingertips, no matter where



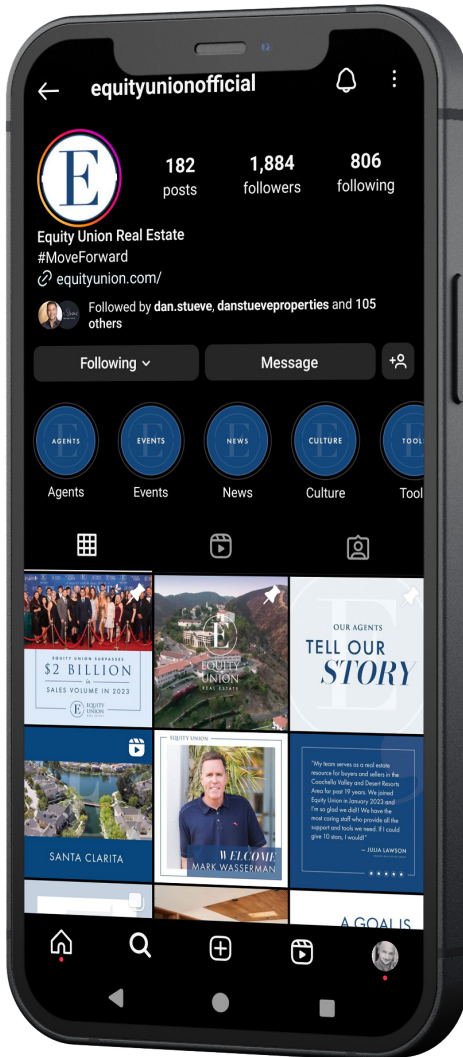
## QR CODES

I put QR codes on all materials marketing your property to direct users to find more information about your home. All they do is scan your QR code for a fantastic way to connect them to your listing as they shop around for their dream home.

*Roger Jarnigan*  
HOMES COLLECTION



# DIGITAL MARKETING



## EMAIL CAMPAIGNS

Send targeted emails showcasing your property to my personal database, as well as a database of over 20,000 Realtors in the local area who represent potential buyers.

## OPEN HOUSE INVITATIONS

Send targeted emails announcing your open house to nearby homeowners, prospective buyers, and a database of over 20,000 Realtors.

## FACEBOOK AND INSTAGRAM POSTS

Highlight your property on my popular Facebook and Instagram pages where I post updates and announcements including "listings coming soon," "hot properties just listed," "properties with special features and amenities," and "Save the Date" posts for upcoming open houses.

## INSTAGRAM STORY

Feature your property on Instagram stories, presenting your property and its compelling features, plus vivid professional photos, 3D-Matterport Tours, and Lifestyle Videos

## PAID, BOOSTED FACEBOOK ADS

Target potential buyers for your home through boosted advertisements on Facebook and Instagram.

## FOLLOW ME ON SOCIAL MEDIA AT:

   @RogerJarnigan

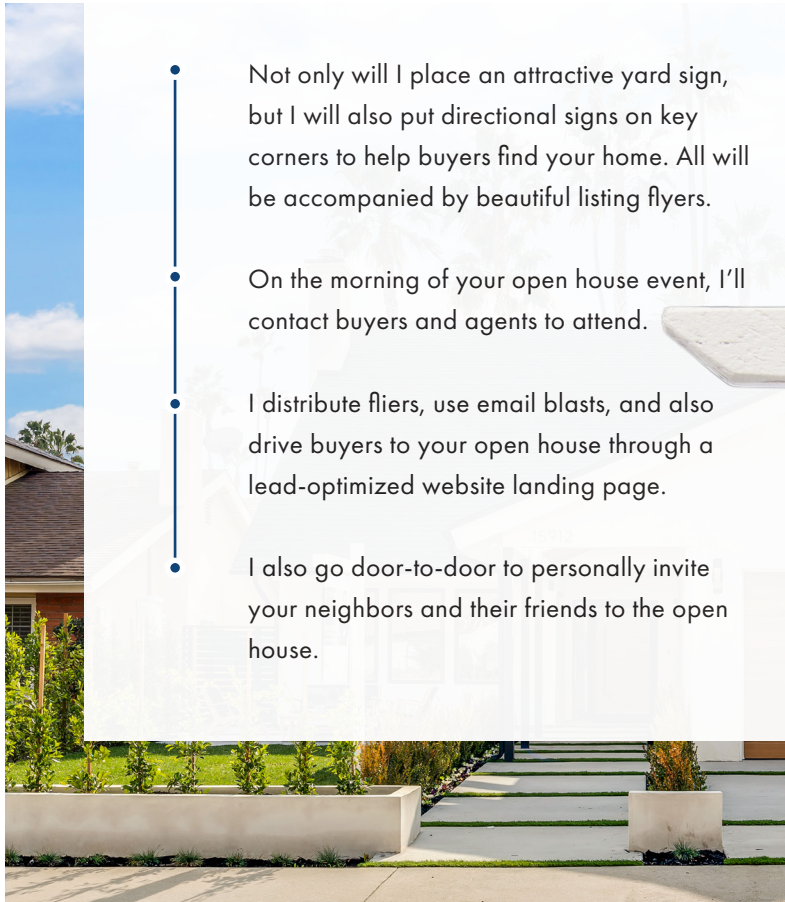
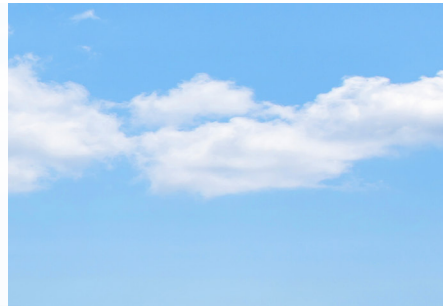


# OPEN HOUSES

Hosting a successful open house requires expert planning, proactive marketing before the open house, and diligent follow-up on leads it generates. Our open houses are a magnet for potential buyers and can be invaluable in helping you market and sell your home.

## ON THE BIG DAY...

- Not only will I place an attractive yard sign, but I will also put directional signs on key corners to help buyers find your home. All will be accompanied by beautiful listing flyers.
- On the morning of your open house event, I'll contact buyers and agents to attend.
- I distribute fliers, use email blasts, and also drive buyers to your open house through a lead-optimized website landing page.
- I also go door-to-door to personally invite your neighbors and their friends to the open house.



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HOMES COLLECTION





# EQUITY *BOOST*



Equity Boost is the perfect solution if you're looking to maximize your home value without having to break the bank. Powered by HouseAmp, Equity Union offers a unique program that allows sellers to undertake renovations – from staging to full-scale builds – without any immediate expenses. With Equity Boost, you can sell your home faster and for a higher price than ever before, creating that unforgettable first impression it takes

to wow buyers. You can stop worrying about finding vendors, unknown timelines, and overspending on renovations that won't get you a return on your investment when it comes time to sell. Get a free consultation today and so you can get the most bang for your buck with zero money down and no hidden fee before you list your property.

## HOW IT WORKS

### REQUEST AN ESTIMATE

Schedule a call with a techie to discuss which renovations to your property will maximize its full potential.

### HOMEOWNER MEETING

Discuss findings and procure a game plan to move forward with your approval.

### FINALIZE YOUR QUOTE

Review the formal quote & once approved, gather documentation for the underwriting process.

### MEET YOUR PROJECT TEAM

Connect with your Project Manager to cover timelines and project details and ensure everyone understands the scope of work and budget.

### BEGIN THE PROJECT

Let's get started! See the progress of your remodel on an online dashboard for real-time visibility on the timeline to completion of the project



Homes Updated  
With Equity Boost  
See An Average 20%  
Increase In Sale Price



Homeowners Who  
Used Equity Boost  
Sold Their Home 72%  
Faster On Average



Buyers In Today's  
Market Want  
Homes That Are  
Move-In Ready

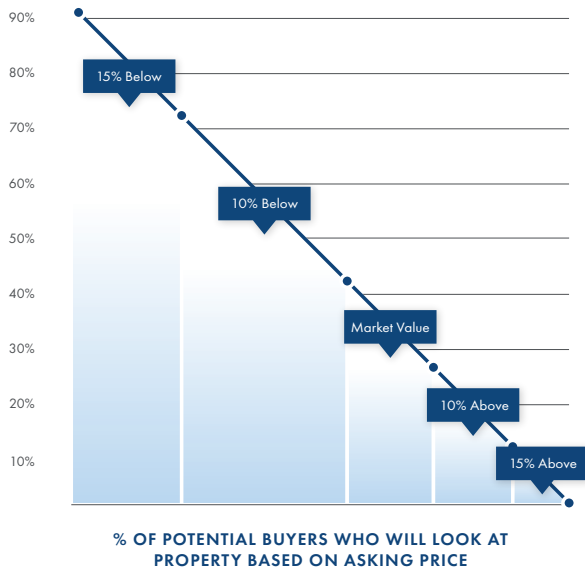


# PLANNING YOUR PRICING STRATEGY

When it comes time to sell, pricing your property competitively generates the most interest from agents and buyers.

*Roger Jarnigan*  
HOMES COLLECTION





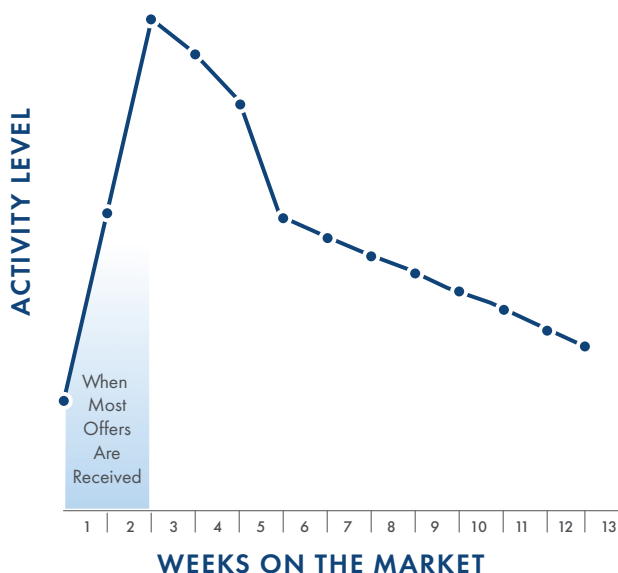
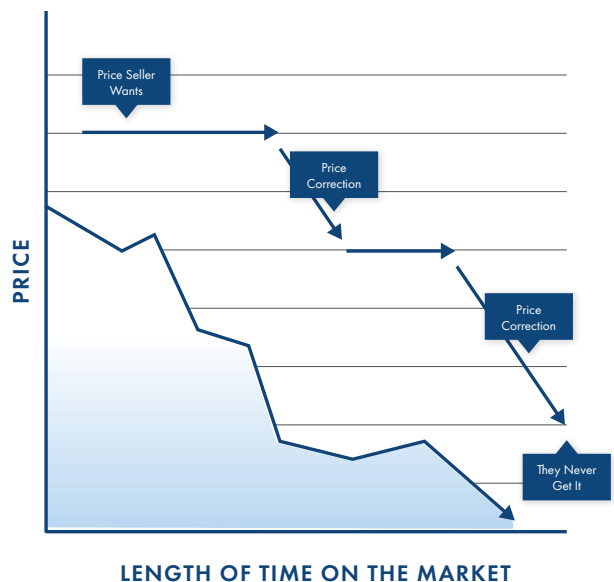
## EFFECTS OF NOT PRICING CORRECTLY

If a seller prices above market value, then they can end up chasing the market down and you will end up with a lower sales price than if you were to price the property correctly.

## IMPORTANCE OF THE RIGHT PRICE

Pricing your property competitively generates the most interest from agents and buyers.

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well priced listings.



## MOST ACTIVITY IN THE FIRST TWO WEEKS

- ☒ A property gets the most interest in the first two weeks.
- ☒ The number of showings is greatest during this time if priced at market value.
- ☒ Starting too high and dropping the price later fails to generate strong initial activity.
- ☒ Many homes that start high end up selling below market value.



# CONCESSIONS

**Paying the buyer's broker a commission is crucial for attracting the maximum number of potential buyers, which ultimately leads to a higher sale price for your home.**

Buyers continually rely upon their buyer's agent to help them find the right home to purchase, share properties that fit their criteria, and coordinate showings with the listing agent. We want your home to be shown to the maximum number of potential buyers so you receive the highest and most competitive offer.

## LARGER BUYER POOL

Offering a buyer's broker commission significantly increases the pool of potential buyers.

## HIGHER OFFERS

With more interested buyers, you are likely to receive higher and more competitive offers.

## SMOOTHER TRANSACTIONS

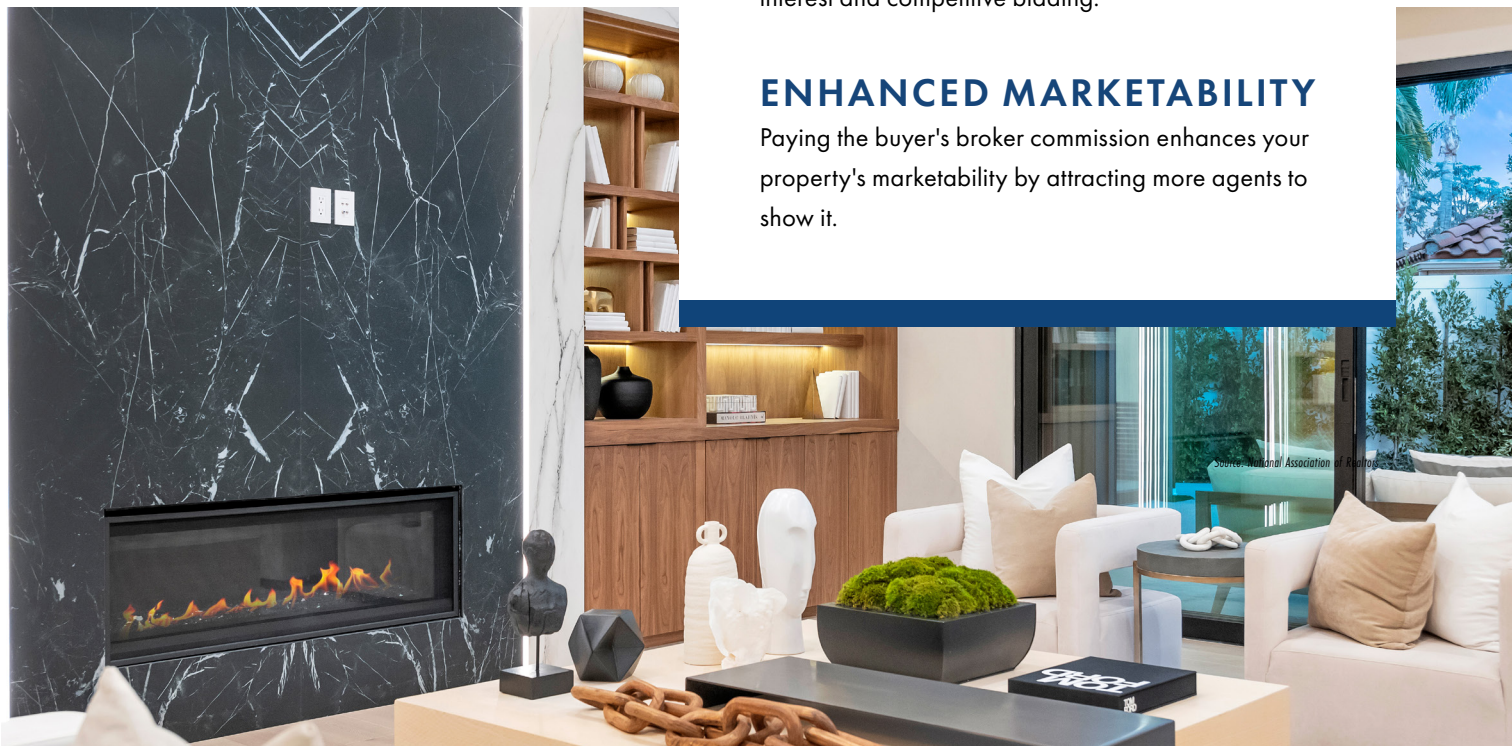
Buyer brokers facilitate smoother transactions, reducing the risk of complications.

## BETTER BOTTOM LINE

Despite the commission expense, the overall net profit is typically higher due to increased buyer interest and competitive bidding.

## ENHANCED MARKETABILITY

Paying the buyer's broker commission enhances your property's marketability by attracting more agents to show it.



# WHY IT'S IMPORTANT



The National Association of Realtors Profile of Home Buyers and Sellers report shows that 88% of all buyers used a real estate agent in the transaction to get information about homes available for sale. By cooperating with the buyer's broker, we will ensure your property is shown to the largest pool of potential buyers.

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS	NEW HOMES	PREVIOUSLY OWNED HOMES
Real estate agent	88%	88%	87%	80%	89%
Mobile or tablet search device	72%	76%	69%	64%	73%
Open house	50%	49%	51%	52%	49%
Online video site	38%	31%	41%	41%	37%
Yard sign	33%	31%	34%	30%	33%
Home builder	17%	13%	19%	63%	10%
Print newspaper advertisement	6%	7%	6%	6%	6%
Home book or magazine	5%	5%	6%	7%	6%
Billboard	4%	5%	4%	10%	3%
Relocation company	2%	4%	2%	4%	3%
Television	3%	4%	2%	5%	2%



88% of buyers purchased their home through a real estate agent, indicating the importance of cooperating with buyer agents.



# MY COMMITMENT TO YOU AS YOUR LISTING AGENT

## PRE-LISTING ACTIVITIES

- ☒ Make an appointment with the seller for a listing presentation.
- ☒ Send written or email confirmation of the appointment and call to confirm.
- ☒ Review questions for the appointment.
- ☒ Research all comparable currently listed properties.
- ☒ Find past sales activity from MLS and public databases.
- ☒ Research the "average days on market" for properties similar in type, price, and location.
- ☒ Download and review property tax roll information.
- ☒ Prepare a "comparable market analysis" (CMA) to establish market value.
- ☒ Obtain a copy of the subdivision plat or complex layout.
- ☒ Verify the legal description of the property.
- ☒ Research the property's ownership and deed type.
- ☒ Research public record information for lot size and dimensions.
- ☒ Research land use coding and deed restrictions for the property.
- ☒ Research current use and zoning of the property.
- ☒ Verify the legal names of owner(s) in county public property records.
- ☒ Compile and assemble a formal file on the property.
- ☒ Prepare a listing presentation package with the above materials.
- ☒ Perform an exterior "curb appeal assessment" of the property.
- ☒ Confirm current public schools and explain their impact on market value.
- ☒ Review the listing appointment checklist to ensure all tasks are completed.
- ☒ Review the agent's and company's credentials and accomplishments.
- ☒ Present the company's profile and position or "niche" in the marketplace.
- ☒ Present CMA results, including comparables, solds, current listings, and expirations.
- ☒ Offer a professional pricing strategy based on the interpretation of current market conditions.
- ☒ Discuss effective marketing goals.
- ☒ Explain the market power and benefits of the multiple listing service.
- ☒ Describe the benefits of digital marketing, IDX, etc.
- ☒ Describe the work the broker and agent do "behind the scenes" and the agent's availability on weekends.
- ☒ Explain the agent's role in screening qualified buyers to protect against curiosity seekers.
- ☒ Present and discuss the strategic master marketing plan.
- ☒ Explain different agency relationships and

determine the seller's preference.

- ☒ Review all clauses in the listing contract and obtain the seller's signature..

## AFTER LISTING AGREEMENT IS SIGNED

- ☒ Obtain and review house plans, if applicable and available.
- ☒ Order a plat map for retention in the property's listing file.
- ☒ Prepare showing instructions for buyers' agents and agree on showing times with the seller.
- ☒ Obtain current mortgage loan information, including companies and account numbers.
- ☒ Check assumable loans and any special requirements.
- ☒ Discuss possible buyer financing alternatives and options with the seller.
- ☒ Review the current appraisal, if available.
- ☒ Identify the Homeowner Association manager, if applicable.
- ☒ Verify Homeowner Association fees with the manager, including whether they are mandatory or optional, and the current annual fee.
- ☒ Order a copy of the Homeowner Association bylaws, if applicable.
- ☒ Research electricity availability and the supplier's name and phone number.
- ☒ Calculate the average utility usage from the last 12 months of bills.
- ☒ Research and verify the city sewer or septic tank system.
- ☒ Calculate average water system fees or rates from the last 12 months of bills, or confirm well status, depth, and output from the Well Report.
- ☒ Research and verify natural gas availability, supplier's name, and phone number.
- ☒ Verify the security system, term of service, and whether it is owned or leased.
- ☒ Verify if the seller has a transferable Termite Bond.
- ☒ Ascertain the need for a lead-based paint disclosure.
- ☒ Prepare a detailed list of property amenities and assess their market impact.
- ☒ Prepare a detailed list of the property's inclusions and conveyances with the sale.
- ☒ Complete a list of completed repairs and maintenance items.
- ☒ Explain the benefits of a Homeowner Warranty to the seller.
- ☒ Assist sellers with the completion and submission of the Homeowner Warranty application, if requested.
- ☒ When received, place the Homeowner Warranty in the property file for conveyance at the time of sale.

- ☒ Have an extra key made for the lockbox.
- ☒ Verify if the property has rental units involved, and if so:
- ☒ Make copies of all leases for retention in the listing file.
- ☒ Verify all rents and deposits.
- ☒ Inform tenants of the listing and discuss how showings will be handled.
- ☒ Arrange for yard sign installation.
- ☒ Assist the seller with the completion of the Seller's Disclosure form.
- ☒ Complete the "new listing checklist."
- ☒ Review the results of the Curb Appeal Assessment with the seller and suggest improvements for salability.
- ☒ Review the results of the Interior Decor Assessment and suggest changes to shorten time on the market.
- ☒ Load listing information into transaction management software.
- ☒ Hire a professional photographer and schedule photos.
- ☒ Discuss possible staging with the seller.
- ☒ Attend photo or staging appointments to ensure that the property is ready to list on the MLS and market.

## ENTERING PROPERTY IN MLS DATABASE

- ☒ Prepare the MLS Profile Sheet; the agent is responsible for "quality control" and accuracy of listing data.
- ☒ Enter property data from the Profile Sheet into the MLS listing database.
- ☒ Proofread the MLS database listing for accuracy, including property placement in the mapping function.
- ☒ Add property to the company's Active Listings.
- ☒ Provide the seller with signed copies of the Listing Agreement and MLS Profile Data Form.
- ☒ Upload photos into MLS and use them in flyers.
- ☒ Discuss the efficacy of panoramic photography.

## MARKETING THE LISTING

- ☒ Create print and Internet ads with the seller's input.
- ☒ Coordinate showings with owners, tenants, and other agents. Return all calls, including on weekends.
- ☒ Install an electronic lockbox and program it with agreed-upon showing time windows.
- ☒ Prepare a mailing and contact list.
- ☒ Generate mail-merge letters to the contact list.
- ☒ Order "Just Listed" labels and reports.
- ☒ Prepare flyers and feedback forms.
- ☒ Review comparable MLS listings regularly to ensure the property remains competitive in

# MY COMMITMENT TO YOU AS YOUR LISTING AGENT



price, terms, conditions, and availability.

- ✓ Prepare a property marketing brochure for the seller's review.
- ✓ Arrange for printing or copying of a supply of marketing brochures or flyers.
- ✓ Place marketing brochures in all company agent mailboxes.
- ✓ Upload the listing to company and agent Internet sites, if applicable.
- ✓ Mail "Just Listed" notices to all neighborhood residents.
- ✓ Advise the Network Referral Program of the listing.
- ✓ Provide marketing data to buyers from international relocation networks.
- ✓ Provide marketing data to buyers coming from the referral network.
- ✓ Create "Special Feature" cards for marketing, if applicable.
- ✓ Submit ads to the company's participating Internet real estate sites.
- ✓ Convey price changes promptly to all Internet groups.
- ✓ Reprint and supply brochures promptly as needed.
- ✓ Review and update loan information in MLS as required.
- ✓ Send feedback emails/faxes to buyers' agents after showings.
- ✓ Review the weekly Market Study.
- ✓ Discuss feedback from showing agents with the seller to determine if changes will accelerate the sale.
- ✓ Place regular weekly update calls to the seller to discuss marketing and pricing.
- ✓ Promptly enter price changes in the MLS listings database.

## THE OFFER AND THE CONTRACT

- ✓ Receive and review all Offer to Purchase contracts submitted by buyers or buyers' agents.
- ✓ Evaluate offers and prepare a "net sheet" on each for the owner to compare.
- ✓ Counsel the seller on offers, explaining the merits and weaknesses of each component.
- ✓ Contact buyers' agents to review the buyer's qualifications and discuss the offer.
- ✓ Deliver the Seller's Disclosure to the buyer's agent or buyer upon request and prior to offer if possible.
- ✓ Confirm the buyer is pre-qualified by calling the loan officer.
- ✓ Obtain a pre-qualification letter on the buyer from the loan officer.
- ✓ Negotiate all offers on the seller's behalf, setting a time limit for loan approval and the

closing date.

- ✓ Prepare and convey any counteroffers, acceptance, or amendments to the buyer's agent.
- ✓ When the Offer to Purchase contract is accepted and signed by the seller, deliver it to the buyer's agent.
- ✓ Disseminate "Under Contract Showing Restrictions" as the seller requests.
- ✓ Deliver copies of the fully signed Offer to Purchase contract to sellers.
- ✓ Provide copies of the signed Offer to Purchase contract for the office file.
- ✓ Provide copies of the signed Offer to Purchase contract to escrow.
- ✓ Advise the seller in handling additional offers to purchase submitted between contract and closing.
- ✓ Change the MLS status to "Active Under Contract" or "Pending."
- ✓ Update the transaction management program to show "Active Under Contract" or "Pending."

## TRACKING THE LOAN PROCESS

- ✓ Confirm the return of verifications of deposit.
- ✓ Contact escrow and lender weekly to ensure processing is on track.
- ✓ Relay the final approval of the buyer's loan application to the seller.

## HOME INSPECTION

- ✓ Coordinate the buyer's professional home inspection with the seller.
- ✓ Review the home inspector's report and any request for repairs/credits with the seller.
- ✓ Ensure the seller's compliance with home inspection clause requirements.
- ✓ Assist the seller with identifying and negotiating with trustworthy contractors for required repairs.
- ✓ Negotiate payment and oversee completion of all required repairs on the seller's behalf, if needed.
- ✓ Enter completion into the transaction management tracking software program.

## THE APPRAISAL

- ✓ Schedule the appraisal.
- ✓ Provide comparable sales used in market pricing to the appraiser.
- ✓ Follow up on the appraisal.
- ✓ Assist the seller in questioning the appraisal report if it seems too low.
- ✓ Enter completion into the transaction

management program.

## CLOSING PREPARATIONS AND DUTIES

- ✓ Make sure the contract and all disclosures/forms are signed by all parties.
- ✓ Coordinate the closing process with the buyer's agent and lender.
- ✓ Update closing forms and files.
- ✓ Ensure all parties have all forms and information needed to close the sale.
- ✓ Confirm the closing date and time and notify all parties.
- ✓ Solve any title problems (boundary disputes, easements, etc.) or in obtaining death certificates.
- ✓ Work with the buyer's agent in scheduling and conducting the buyer's final walkthrough prior to closing.
- ✓ Request final closing figures from escrow.
- ✓ Receive and carefully review closing figures to ensure accuracy.
- ✓ Forward verified closing figures to the buyer's agent.
- ✓ Request a copy of closing documents from escrow.
- ✓ Confirm the buyer and buyer's agent received the title insurance commitment.
- ✓ Provide "Home Owners Warranty" for availability at closing.
- ✓ Review all closing documents carefully for errors.
- ✓ Forward closing documents to absentee sellers as requested.
- ✓ Review documents with escrow.
- ✓ Coordinate the closing with the seller's next purchase, resolving timing issues.
- ✓ Have a "no surprises" closing so that the seller receives a net proceeds check at closing.
- ✓ Refer sellers to one of the best agents at their destination, if applicable.
- ✓ Change MLS status to Sold. Enter the sale date, price, selling broker and agent's ID numbers, etc.
- ✓ Close out listing in the transaction management program.

## FOLLOW-UP AFTER CLOSING

- ✓ Answer questions about filing claims with the Homeowner Warranty company, if requested.
- ✓ Attempt to clarify and resolve any repair conflicts if the buyer is dissatisfied.
- ✓ Respond to any follow-up calls and provide any additional information required from office files.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# SELLER'S GUIDE



1

## PREMARKET

Before we list your home, it's critical to plan how we will get you the most money for your home. No stone will be left unturned. I'll make sure that the specific marketing campaign for your listing will be powered by professional photography, expert staging, professional cleaning and painting and pricing based on the latest market data.

2

## MARKETING

Positioning your home on the market to attract the best buyers is the key to getting you the highest price for your home. I'll generate extensive digital exposure for your property and also provide professional print materials showcasing your home, that can be shared with real estate agents, their clients, and other interested buyers.

3

## SHOWINGS

Once we've prepped your house for sale and set a price, we're ready for the public to view your property. We'll coordinate the best time for buyers to do so in a way that is most convenient for you and causes the least disruption of your daily life.

4

## INSPECTIONS

Most buyers request a home inspection as a condition of their offer. I'll explain what is and isn't covered in a home inspection, review the inspection report with you, and prepare you to be in the strongest positions for negotiating any conditions related to the sale. If you're interested, I can also help you understand how to order an inspection prior to listing your home, to uncover any needed repairs and give you the opportunity to take care of them affordably before the sale, to give buyers a unique level of reassurance and to ensure a faster, smoother transaction.

5

## NEGOTIATIONS

As soon as an offer or multiple offers are presented by buyers or their real estate agents/brokers, I'll review them, based on your priorities. Then I'll help you analyze, clarify, and compare your offers. At that point I'll also engage in any negotiations on your behalf, to make sure you are fully represented for the best possible outcome with the most desirable terms, timeline, and profitability.

6

## CLOSING DAY

There's quite a lot to consider when closing on the sale of your house. I'll help walk you through each step of the process so you will know what to expect and be well prepared for that exciting day.

7

## STAYING IN TOUCH

Closing day is, for me, the first day of what I hope will be a long-term professional relationship between us. If you ever have any real estate questions, I'm always just a phone call or an email away.





# THANK YOU

Thank you for the opportunity to discuss your real estate goals. I look forward to working with you.



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