THE SELLERS EDGE

FOLLOW UP

PRE-LISTING

__1. Research Ownership
__2. Research Legal Description
__3. Assessment & Status
__4. Research all comparable currently Listed Properties
__5. Research Previous Sales Activity
__6. Order Property Profile from Title Company
__7. Review Property Profile
__8. Assessors Tax Information Ordered
__9. Assessors Tax Information Reviewed
__10. Legal Names on Title Research
__11. Complete Market Study Prepared (CMA)
__12. Enter in Rand's Computer Base
__13. Send Confirmation for Listing Appointment
__14. Prepare Rand's Personal Listing Information
__15. Deliver Rand's Pre-Listing Information Package to Seller
__16. Deliver Rand's Video to Seller Prior to Appointment for Review
__17. Call to Confirm Appointment with Seller, ask pre appointment questions
__18. Present Market Study to Seller, Including Comparables, Solds, Current Listings & Expired
__19. Present Rand's Strategic Master Marketing Plan to Seller
__20. Rand Discuss Preparation Needed to Market Effectively
__21. Plan Goals with Seller
__22. Present Rand's Plan of Action to Seller
__23. Suggest Financing Alternatives
__24. Listing Contract & Addendums Signed by Seller
__25. Pre-Listing Information Package Picked Up
__26. Video Picked Up for Recycling or Seller Gives to Friend
__27. Rand's Pre-Listing Checklist Completed

LISTING CHECKLIST

__28. Advise my Marketing Coordinator of New Listing
__29. Review Current Title Information
__30. Determine if a short term rate is applicable
__31. Plat Map Ordered
__32. Lot Size Confirmed
__33. Owners House Plans Received if applicable
__34. House Plans Reviewed
__35. Organize File in Proper Order
__36. Make Contact Cards for Rand and Marketing Coordinator
__37. Put Into Letter Sequence
__38. Order Just Listed Labels and Reports
__39. Call Owner to Schedule Caravan
__40. April Makes Cookies for Caravan
__41. Buy Lottery Tickets for Caravan
__42. Prepare Flyers & Feedback Faxes for Caravan
__43. Assign a Hotline Rider
__44. Write Hotline Ad for Hotline
__45. Record Hotline Ad at The Recording Studio
__46. Interior Room Sizes Measured
__47. Exterior Home Dimensions Plotted
__48. Year Home was Built Researched
__49. Property Disclosure Delivered
__50. Property Data Sheet Prepared for Office
__51. Showing Instructions Prepared, Office Notified
__52. Loan Company & Loan Number Provided by Seller
__53. Current Loan Information Verified by Lender

MARKETING MANAGER

David Smith is our Marketing Manager. It is his job to implement the marketing plan Rand has designed to sell your home. He will follow-up on showings and many of the tasks you see on the following pages. When your home is shown, need more flyers or anything, please call our 'Client Hotline' at 645-1926 anytime.