

# LISTING SERVICES

## FULL

6%

1% discount if selling & buying

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- Comparable Market Analysis
- Yard Signage
- Lock Box
- Multiple Listing Service (MLS)
- Syndicated
- CMA Property Data
- Disclosures & Addendums
- Manage Showing Appointments
- Measurements
- Open House (as many needed)
- Coming Soon Marketing
- Email Marketing
- Seller Guidance
- Digital & Printed Property Booklets
- Enhanced Paid Internet Ads
- Property Website
- Maximum Exposure Marketing
- Advise on Merits of Offers to Purchase
- Electronic Document Delivery
- eSign Documents
- Contract Offer Review
- Buyer Financing Verification
- Manage all Communications
- Facilitate Offer Negotiations
- Repair Negotiations
- Closing Attorney Assistance
- Professional Photography (\$400+)

If buyer is unrepresented firm will designate additional agent

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**\*\*Retainers are applied as a credit at the time of closing.**

It is imperative for both sellers and buyers to conduct thorough research and exercise due diligence when selecting a real estate agent. Prospective clients are encouraged to explore various agents and firms to identify a professional whose expertise and services align with their individual needs and preferences. Notably, fees and service offerings may vary significantly between firms, underscoring the importance of understanding the specific services each agent offers. The fees referenced pertain solely to my business. Please note that the amount, format, or rate of real estate commission is not prescribed by law; rather, it is established independently by each broker and may be subject to negotiation between the Seller and the Firm.

## LIMITED

4%

\$500 Non-refundable Retainer

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- Comparable Market Analysis
- Yard Signage
- Lock Box
- Multiple Listing Service (MLS - 60 days)
- Syndicated
- CMA Property Data
- Disclosures & Addendums
- Manage Showing Appointments
- Measurements
- Open House - (1) 2hrs.
- Coming Soon Marketing
- Email Marketing
- Seller Guidance
- Digital & Printed Property Booklets
- Enhanced Paid Internet Ads
- Property Website
- Maximum Exposure Marketing
- Advise on Merits of Offers to Purchase
- Electronic Document Delivery
- eSign Documents
- Contract Offer Review
- Buyer Financing Verification
- Manage all Communications
- Facilitate Offer Negotiations
- Repair Negotiations
- Closing Attorney Assistance
- Seller provided photos (25 max)

If buyer is unrepresented firm will designate additional agent

## ULTRA LIMITED

3%

\$350 Non-refundable Retainer

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- Comparable Market Analysis
- Yard Signage
- Lock Box
- Multiple Listing Service (MLS - 45 days)
- Syndicated
- CMA Property Data
- Disclosures & Addendums
- Manage Showing Appointments
- Measurements
- Open Houses
- Coming Soon Marketing
- Email Marketing
- Seller Guidance
- Digital & Printed Property Booklets
- Enhanced Paid Internet Ads
- Property Website
- Maximum Exposure Marketing
- Advise on Merits of Offers to Purchase
- Electronic Document Delivery
- eSign Documents
- Contract Offer Review
- Buyer Financing Verification
- Manage all Communications
- Facilitate Offer Negotiations
- Repair Negotiations
- Closing Attorney Assistance
- Seller provided photos (15 max)

If buyer is unrepresented firm will designate additional agent



# WHAT'S NEXT

## AS SOON AS POSSIBLE:

- Get pre-approved for your next home purchase (if applicable)
- Prepare home for picture day
- Pictures & Measurements will be scheduled. You do not need to be present for this as I will be assisting photographer.
- Provide 2 house keys (one for lock box & one for office)
- Sign all listing docs
- List of items that will be EXCLUDED from sale
- Current loan payoff information or recent mortgage statement (including 2nd mortgages or lines of credit)
- Any declarations, covenants, variances & deed restrictions on property
- HOA contact information
- Information on assessments & special assessments
- Survey and plat (if available)
- Age of all major appliances & major building components with documentation if possible
- Copies of any recent inspections (pests, environmental hazards, home)
- Completion schedule of repairs in progress
- Security Alarm Codes (if necessary)



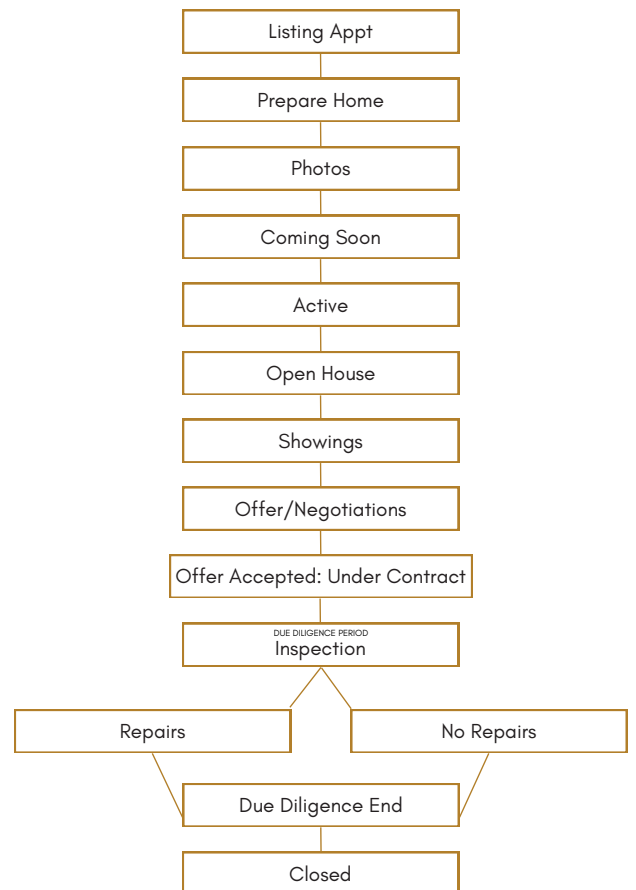


SELLING YOUR HOME

# THE BREAK- DOWN

An overview of the typical timeline for selling your home

NOIRE GROUP







## SELLING YOUR HOME

# THE BREAK- DOWN

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01

### Consultation & Hiring Agent

I treat each client as a valued partner, this means taking the time to understand your unique needs, preferences, and goals for selling your home. Our initial consultation will be focused around you & setting expectations for the sale of your home.

02

### Preparing Your Home

It's important to prepare it properly to make the best impression on potential buyers. This involves cleaning, decluttering, making necessary repairs and maintenance, and staging your home. During our listing consultation at your home we will discuss how to best present your property.

03

### Determine Value

Determining your home's value is one of the most important steps in selling your home. Pricing it too high can lead to it sitting on the market for too long, while pricing it too low can mean leaving money on the table. I will customize a CMA that will take into consideration all of your home's unique features & upgrades.

04

### Market & Sell it!

The photos, videos & marketing of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we market your home strategically showcasing the best qualities and features. .

# HOME PREPARATION CHECKLIST

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Use this checklist to conduct a walkthrough of your home, evaluating each room as if you were a buyer. Mark items that need attention, and check them off once completed. You may also wish to hire a home inspector to identify any necessary repairs.

- Kitchens, bathrooms, floors and woodwork are key. Keep these areas clean and in good condition.
- Keep ovens, stoves or surface units and all porcelain or stainless steel clean. Cabinet counter tops should be clean and kitchen accessories in order. Remove unnecessary clutter from counter tops.
- Whether you have hardwood floors, wall-to-wall carpet, tile or any combination, keeping them clean is important. Mop or sweep hardwood or tile. Vacuum carpets thoroughly, clean if needed.
- Bathrooms are of great importance in the overall appearance of your home. If grout between tile has cracked and fallen out, it is best to re-caulk those areas.
- Replace old furnace filters and remove any dust accumulations from heat registers or vent covers.
- If doors stick or folding doors are off track, repair them.
- Storage is important to any prospective homeowner. Cluttered closets and other storage areas may accentuate a storage problem, especially in homes without basements. Clean out closets. Pack items you do not use, leaving only those needed before you move.
- If any rooms within the house are dark during daylight, keep curtains or drapes open and if necessary, keep a lamp on. Also, make sure that all windows are clean. A bright, cheerful room is pleasing and gives an air of spaciousness.
- If interior painting is necessary, use neutral colors.
- Replace any burned out light bulbs, especially in the basement or darker rooms.
- Tighten door knobs, window fittings and other hardware.
- Do not hide a problem; it will come back to haunt you. Cracks in walls or concrete, broken appliances, roof leaks or wet basements should be repaired.
- Keep all steps clear of any hazards.
- Make up beds with attractive spreads and dress up any windows in freshly laundered curtains.
- Keep pets out of way during showings.
- Put all valuables in a secure place.
- Pack personal photos. Too much seller personality prevents buyers from taking "personal possession" of a home.





## THE ULTIMATE LIST OF

# EXTERIOR CHECKLIST

The first impression of your property is crucial for capturing a buyer's interest. Attention to even the smallest details on the exterior can make a significant difference in enticing buyers to step inside and explore further.

### THE HOUSE EXTERIOR

- Your front door gives a vital first impression. A little linseed oil will freshen up stained wood. If painted, wash with soap and water. If paint or varnish is chipped or peeling, a fresh coat of paint may be in good order.
- Clean gutters if needed.
- Repair any torn screens or replace existing ones.
- Hose off or pressure wash exterior wood and trim. If gutters or exterior wood are in need of paint because of obvious cracking, peeling or chipping, it is best to repair those condensation areas.
- If you have window air conditioning units, wipe them clean and remove any rust that may have accumulated around condensation areas.
- If you have an outside patio or deck, make sure any lawn furniture, gas grills or exposed wood are in good repair.

### THE YARDS AND GROUNDS

- Keep the yard cut and trimmed.
- Trim and shape the shrubs if necessary.
- Keep garbage cans area neat and free of trash.
- Stack woodpiles neatly.
- Keep drive ways and sidewalks swept and clean.
- Put a fresh layer of pine straw on pine islands.
- Keep surface water drainage areas and natural streams free from debris that may cause water to stand or stagnate.
- Pick up toys, tools, bicycles, etc.