

Secure the Best Terms for Your Home:

SELLERS OVERVIEW

Prominent
Properties

Sotheby's
INTERNATIONAL REALTY



If your objective is to secure the best terms for your home, the starting point is hiring a local real estate advisor. Key factors that determine success include expert pricing, preparing your home for optimal presentation, and ensuring maximum marketing and exposure. We will guide you every step of the way.

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JOURNEY 1: PRE-LAUNCH

- Research all comparable active listings – including days on market, price range and location.
- Research sales activity from local MLS broker marketplaces and public records databases.
- Review property tax information.
- Run property owner search with title company.
- Research property's public record information for lot size and dimensions.
- Research property's current use and zoning.
- Verify legal names of owner(s) in county's public property records.
- Perform exterior curb appeal assessment of subject property.
- Confirm current public schools and explain impact of schools on market value.
- Give seller an overview of current market conditions and projections.
- Preview property.
- Review agent's and company's credentials and accomplishments in the market.
- Present preliminary CMA to seller, including comparable properties, sold properties, current listings, and expired listings.
- Offer pricing strategy with updates to CMA based on tour of home and updates, upgrades, professional judgment, and current market conditions.
- Discuss goals with seller to market effectively.
- Explain market power of web marketing, IDX, MLS and syndicated partners.
- Explain role in screening for qualified buyers and protect seller from curiosity seekers.
- Present and discuss strategic master marketing plan.
- Explain transaction/agency brokerage relationship.
- Confirm lot size and easements via owner's copy of certified survey, if available.
- Obtain house plans, if applicable and available.
- Prepare showing instructions for buyers' agents and showing times with seller.
- Identify Homeowner Association/Management Company contact information and fees, if applicable.
- Research and verify city sewer/septic tank system.
- Verify solar panel system, current terms of service and whether owned or leased.
- Ascertain need for lead-based paint disclosure.
- Prepare detailed list of property amenities and assess market impact.
- Prepare detailed list of property's inclusions and conveyances with sale.
- Verify if property has rental units involved. If so, make copies of all leases.
- Verify all rents and deposits.
- Inform tenants of listing and discuss how showings will be handled.
- Complete new listing checklist.
- Review curb appeal assessment and provide suggestions to improve saleability.
- Review interior decor assessment and suggest changes to shorten time on market.
- Sign listing agreement and associated documents including / not limited to Showing instructions, Seller Disclosure and Lead Paint.

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JOURNEY 2: STEPS TO LAUNCH/LET'S GO LIVE

- Arrange for installation of yard sign.
- Take photos, drone, floor plans and video for upload into local MLS, if applicable.
- Create digital marketing for property.
- Install electronic lock box, if authorized. Program agreed-to showing times.
- Prepare and create marketing online.
- Prepare property marketing brochure and special feature sheet.
- Mail out Just Listed notice to all neighborhood residents.
- Enter property data into local MLS broker marketplaces database.
- Advise network referral program of listing.
- Provide marketing data to buyers through international referral and relocation network.
- Submit property listing to company's participating Internet real estate sites.
- Feedback e-mails sent to buyers' agents after showings.
- Discuss with sellers any feedback from showings to determine if changes are needed.
- Establish a follow up schedule for feedback including / not limited to marketing and pricing.
- Place regular update calls to seller to discuss marketing and pricing.
- Discuss how to handle multiple offers, if applicable.
- Refer sellers to one of the best agents at their destination, if applicable.

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JOURNEY 3: REVIEW OFFERS

- Receive and review all offer to purchase contracts submitted by buyers' agents.
- Contact buyers' agents to review buyer's qualifications.
- Evaluate offer(s) and prepare offer sheet for the owner for comparison purposes.
- Create excel spreadsheets for easy review on multiple bids.
- Prepare and convey counteroffers and acceptance to buyer's agent.
- When offer to purchase contract is accepted, deliver to buyer's agent and seller.
- Email or send copies of contract and all addendum's to the attorney's.

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JOURNEY 4: OFFER ACCEPTED & CLOSING

- Attorney review begins when the buyer and seller receive signed contract.
- Disseminate attorney review showing restrictions as seller requests.
- Advise seller of additional offers submitted between contract and closing.
- Change status in local MLS broker market places to attorney review, under contract.
- Coordinate, schedule and attend buyer's professional home inspections – including radon, well, pool, terminate and others, if applicable.
- Review home inspector's report.
- Assist seller with identifying contractors to perform any required repairs.
- Follow up on mortgage application and appraisal, if necessary.
- Provide appraiser with comparable sales.
- Confirm closing.
- Work with buyer's agent to schedule buyer's final walk-thru prior to closing.
- Closing and congratulations!

Who You Work With Matters

**Our commitment is to make it easier for you
from start to finish, and we have the
experience and expertise to do just that.**

Together, we will succeed.

16 offices throughout New Jersey

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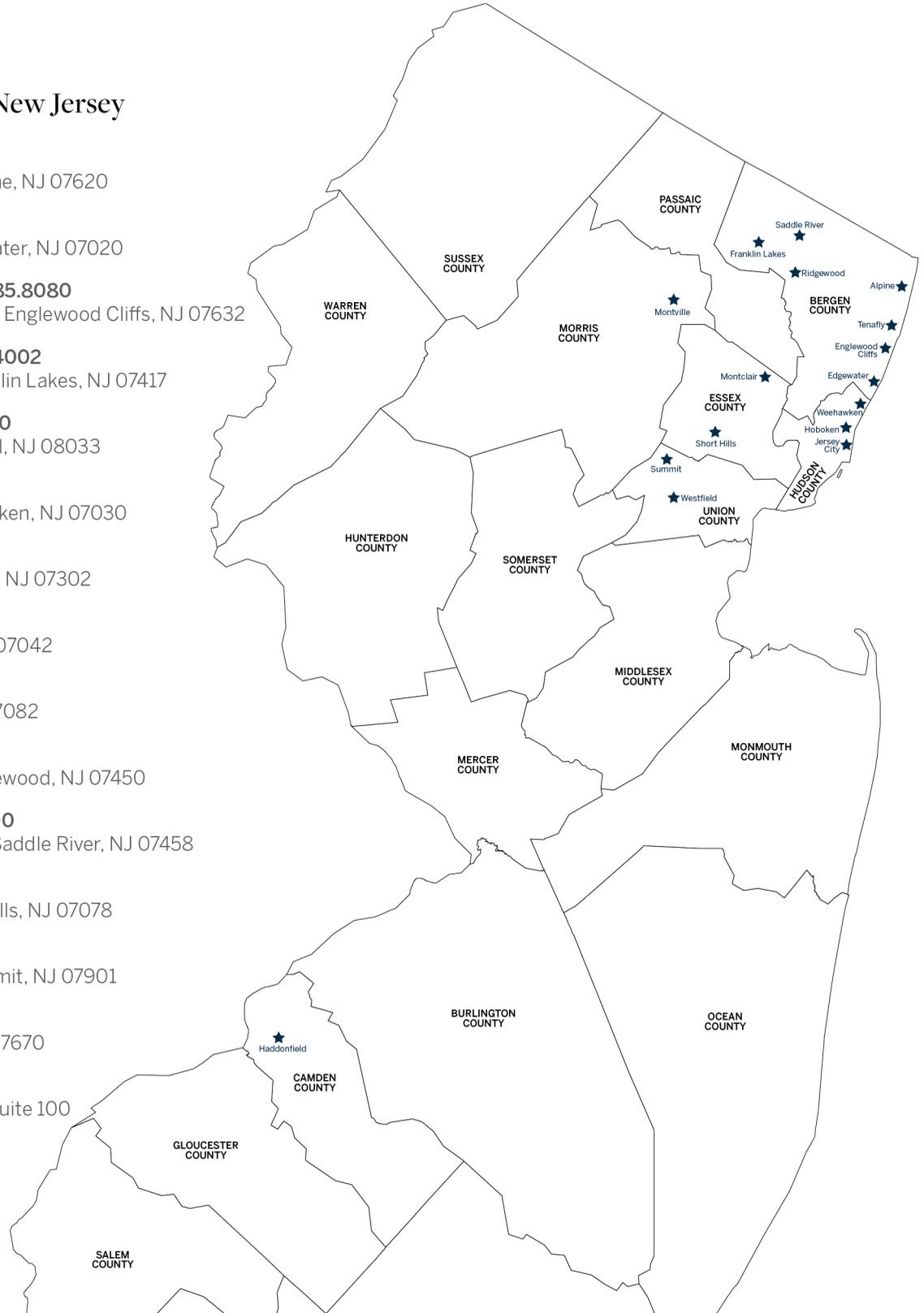
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