

We have one **SOLD** home in mind. **YOURS!**

The A Through Z of Selling Your Home



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WHY PAY A COMMISSION?

The Benefits From A to Z!

Homeowners who attempt to sell their homes without the assistance of a real estate professional generally do so for one and only one reason: to avoid paying a commission fee.

Is it worth it? Only the homeowner can answer that, but experience has shown that many For Sale By Owners find that it's not. In fact, 91% of For Sale By Owners eventually end up listing with a REALTOR®.

Before making a costly mistake, consider the benefits from A to Z that you receive from working with a trained real estate professional.

Advertising—The broker pays all the advertising costs.

Bargain—Research shows that 77% of sellers felt their commissions were “well spent.”

Contract Writing—The REALTOR® can supply standard forms to speed the transaction.

Details—A REALTOR® frees you from handling the many details of selling a home.

Experience and Expertise—In marketing, financing, negotiations, and more.

Financial Know-How—A REALTOR® is aware of the many options for financing the sale.

Glossary—A real estate professional understands and can explain real estate lingo.

Homework—A REALTOR® will do homework on how to best market your home.

Information—If you have a real estate question, a REALTOR® will know (or can get) the answer.

Juggle Showings—A REALTOR® will schedule and handle all showings.

Keeps Your Best Interests in Mind—It's a REALTOR's® job.

Laws—A real estate professional will be up to date on real estate laws that affect you.

Multiple Listing Service (MLS)—The most effective means of bringing together buyers and sellers.

Negotiations—A REALTOR® can handle all price and contract negotiations.

Open Houses—A popular marketing technique.

Prospects—The broker has a network of contacts who can produce potential buyers.

Qualified Buyers—Avoid opening your home to “curiosity seekers.”

REALTOR®—A member of the National Association of REALTORS® (NAR) who subscribes to a strict code of ethics.

Suggested Price—The REALTOR® will do a market analysis to establish a fair-market price range.

Time—One of the most valuable resources in a REALTOR®.

Unbiased Opinion—Most owners are too emotional about their homes to be objective.

V.I.P.—That's how you'll be treated by your REALTOR®.

Wisdom—A knowledgeable REALTOR® can offer the wisdom that comes with experience.

X Marks the Spot—A REALTOR® is right there with you through the final signing of papers.

Yard Signs—A REALTOR® provides a professional sign, encouraging serious buyers.

Zero-Hour Support—Selling a home can be an emotional experience. A REALTOR® can help.

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Profit From a Successful Closing Process

START: The Buyer's Process

- ↪ Prospect considers the purchase of a home.
- ↪ Buyer selects selling associate.
- ↪ They discuss financial aspects and buyer's needs.
- ↪ Inspect homes that meet the buyer's requirements.
- ↪ Select a home.
- ↪ Write and present offer through selling associate.
- ↪ Possible contingencies.
- ↪ Offer accepted.
- ↪ Pre-settlement inspection.
- ↪ Arrange for settlement data.
- ↪ Arrange for inspections.
- ↪ Title/escrow company searches title.
- ↪ Mortgage approval.
- ↪ Arrange for roofing, plumbing, and well/septic certificates, if necessary.
- ↪ Buyer completes mortgage application, appraisal, and credit report.
- ↪ Settlement.

Buyers Come From Many Sources

- ◆ Virtual Tours
- ◆ www.jeannescott.com
- ◆ Our Past Satisfied Customers
- ◆ Referrals to Our Sales Executives
- ◆ Referrals From Area Corporations
- ◆ Monthly Real Estate Photo Magazines
- ◆ Open House Visitors
- ◆ Potential Buyers Who Visit Our Office
- ◆ Owners of Our Sold Listings
- ◆ Prospects From Signs
- ◆ Classified Ads on Our Listed Houses
- ◆ National Relocation Referrals
- ◆ Clients From Direct Mail Marketing
- ◆ Prospects from Our Newsletters
- ◆ Internet Home-for-Sale Sites

START: The Seller's Process

- ↪ Homeowner decides to sell.
- ↪ Seller selects listing associate.
- ↪ Seller prepares the home for marketing.
- ↪ Listing associate markets the home.
- ↪ A showing results in an offer through the listing associate.
- ↪ Possible contingencies accompany the sale.
- ↪ Contingencies removed.
- ↪ Title/escrow company searches title.
- ↪ Settlement.

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Seller's Homework

Before Your Appointment:

In order to make sure that we have not missed any important information about your home, please fill out the following six pages before our appointment. We have found that if there are several pieces of information in our files, it allows us to respond to buyers' questions while the interest level is at its highest.

Marketing:

This is an important part of our marketing plan and it helps us to show potential buyers the quality and value that your home offers. Buyers appreciate this information as they make the decision to buy your home.

Your home CANNOT be put on the market SUCCESSFULLY until all of the attached forms are complete, and we have received the following* from you:

- 1. Two sets of keys to all entrance locks.**
- 2. Original and last Title work.**
- 3. Mortgage papers, including loan #'s, lender contact info, and current balance(s).**
- 4. Latest tax bill.**
- 5. Declarations and covenants, as well as monthly/yearly homeowners fees (if applicable).**
- 6. Last 12 months utility bills/costs, or a 12 month average for each utility.**
- 7. Copy of Christmas/Personal mailing list (for brochures & change of address card).**
- 8. Copy of e-mail list (to send Virtual Tour of your home).**

** If you do not have these items available or know what they are or where they are, please have available the documents from when you purchased your home.*

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GETTING TO KNOW YOU!

You are one of our VIPs: Very Important People. So that we may serve you better, please complete the following and return it to us. Thanks. And please remember, we appreciate you!

About You

Your name: _____

Spouse/significant other's (SO) name: _____

Children's names and ages: _____

Mailing address: _____

Property address (if different than mailing address): _____

Phone numbers: Home: _____

You: Work: _____ Fax: _____

E-mail: _____ Mobile: _____

Spouse/SO: Work: _____ Fax: _____

E-mail: _____ Mobile: _____

Your social security number: _____

Spouse/SO social security number: _____

Special Dates

Your birthday: _____ Spouse/SO birthday: _____

Child #1 birthday: _____ Child #2 birthday: _____

Wedding anniversary: _____

I will feel adequately communicated with if I hear from The Jeanne Scott Dream Team (please state frequency that is important to you): _____

My preferred methods of contact are (please rank 1-5, 1 being your favorite):

Regular mail: _____ E-mail: _____ Fax: _____ Home phone: _____ Work phone: _____

Charity Donation

As servants in the community, The Jeanne Scott Dream Team has "adopted" The Guardian Angel Hospice as our preferred local charity. We donate time, talents, money, and supplies throughout the year. Would you like us to make a donation in your honor?

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Mortgage Information

Name(s): _____
Social security number(s): _____
Property address: _____

First Mortgage

Mortgage company: _____
Address: _____
Phone number: _____
Loan number: _____ Interest rate: _____
Balance (approximate): _____
Type (circle one): Conventional VA FHA Don't know

Second Mortgage/Equity Line

Mortgage company: _____
Address: _____
Phone number: _____
Loan number: _____ Interest rate: _____
Balance (approximate): _____

Other Liens

Company: _____
Amount: _____
Contact: _____

Please release any information concerning the above mortgage account to the sender:

The Jeanne Scott Dream Team
Attention: Closing Coordinator
1808 Dogwood Dr., Kokomo, IN 46902

Seller's signature: _____ Date: _____
Soc. Sec. #: _____
Seller's signature: _____ Date: _____
Soc. Sec. #: _____

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ANNUAL UTILITY COSTS

Property address: _____

Owner(s): _____

MONTH	ELECTRIC	GAS	WATER/SEWER
January	_____	_____	_____
February	_____	_____	_____
March	_____	_____	_____
April	_____	_____	_____
May	_____	_____	_____
June	_____	_____	_____
July	_____	_____	_____
August	_____	_____	_____
September	_____	_____	_____
October	_____	_____	_____
November	_____	_____	_____
December	_____	_____	_____

Average per month: _____

TOTAL AVERAGE COST: _____

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About Your Property

Address: _____

Please help us and your buyer become more familiar with your home by answering the following questions. Please include any other information you think might be helpful in marketing your home.

Why did you buy this home? What special qualities or features attracted you to this home and/or area?

What did you love about living here? (Fondest memories, special features, moments of fun, peace, harmony.) _____

What will you miss? _____

What would you have changed? (Any plans or improvements you would have carried out if given more time and/or money?) _____

Which features should be advertised and/or de-emphasized? _____

What improvements did you make to your home? _____

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Home Improvements

Please provide information about any improvements you made to the home: names of contractors, dates carried out, and brief descriptions—whether structural, decorative, landscaping, etc.

Description of Improvement	Contractor	Date
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

What do you like best about your home?

What do you like least about your home?

Questions to ask when I meet The Jeanne Scott Dream Team:

Notes: _____



The Jeanne Scott Dream Team
The Hardie Group Real Estate Company
1808 Dogwood Dr., Kokomo, IN 46902
765-438-6482 www.jeannescott.com