

Redefining Full-Service

SETTING THE BAR. THEN RAISING IT.

As a full-service Independent Sales Associate, your Coldwell Banker professional will handle the complexities of your transaction so you have peace of mind throughout the process. Here is a look at the duties your Sales Associate may perform on your behalf...

PRE-SALE ACTIVITIES

- Research and determine market value
- Prepare for signature all documentation and home warranty
- Home preparation consultation including list of trade professionals who can help prepare your home for sale
- Arrange and attend inspections (representing seller's interests)
- Develop disclosure packages

MAXIMUM EXPOSURE MARKETING

- Order sign ("Coming Soon" rider optional)
- Take multiple photos
- Create a virtual tour
- Put lock box on your home
- Enter property listing on Multiple Listing Service (MLS)
- Enter property listing on the country's top real estate websites
- Create a compelling brochure highlighting the features of the home
- Create and distribute a Just Listed postcard
- Create and distribute an open house invitation to neighbors
- Promote to Agent network; announce at office and regional meetings
- Utilize Relocation Referral Network to promote your home to relocating buyers from around the country
- Call past client referrals
- Canvass the neighborhood to invite people to the open house and alert buyers
- Submit ads to appropriate publications
- Host Broker's open house
- Host public open house
- Schedule showings and show property to potential buyers

COMMUNICATION

- Provide feedback from showings
- Continuous monitoring of marketing results
- Communicate and consult with seller on a regular basis
- Respond quickly to all buyer inquiries
- Facilitate the flow of information between buyers and sellers
- Arrange showings when necessary

NEGOTIATE OFFERS/ACCEPTANCE

- Schedule offer presentation with seller
- Present offer(s)
- Explain ramifications relating to terms
- Negotiate terms on behalf of seller
- Complete necessary paperwork
- Organize and tender copies of offer, counter offer and addendums to appropriate parties for ratification

NEGOTIATE ESCROW

- Deliver completed contract to both parties involved in the contract
- Identify and disclose details concerning property to buyers
- Deliver completed contract to lender
- Deliver contracts to title company
- Coordinate and attend all inspections
- Negotiate post inspection findings
- Resolve problems and challenges relating to property condition
- Coordinate appraisal appointment
- Negotiate any negative impact relating to appraisal
- Arrange home warranty
- Complete necessary paperwork
- Negotiate actual occupancy
- Coordinate actual close date
- Coordinate and attend the closing
- Work with seller on organizing utility shut-off
- Work with seller on organizing moving and storage
- Arrange and attend buyer's final walk through
- Resolve any problems or challenges
- Deliver keys to new owners

AFTER ESCROW FOLLOW-UP

- Provide close of escrow package with all supporting home sale documents
- Work with seller to ensure the transition to new residence is smooth
- Provide a list of trade professionals who can help with repairs or upgrades to your new home
- Serve as a resource to your friends and family