

LISTING PACKET

DESIGNED TO SELL **YOUR** HOME



PRESENTED BY

TAMRYN PETERSON

REALTOR®

231-835-1800

Tamryn.Peterson@CBGreatLakes.com



COLDWELL BANKER

SCHMIDT FAMILY OF
COMPANIES

EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED

COMPANY PROFILE

COLDWELL BANKER SCHMIDT REALTORS
402 Front Street Traverse City, MI 49686
WWW.TAMRYNPETERSON.COM

Coldwell Banker Schmidt Family of Companies has had the distinct pleasure of providing services to thousands of individuals and families since 1927.

SCHMIDT FAMILY OF COMPANIES AT A GLANCE

- 90+ offices company-wide (Michigan, Ohio, Florida, U.S. Virgin Islands).
- 2,000+ affiliated sales associates.
- Over \$5 Billion in sales volume in 2022.
- Over 15,500 closed sale transactions in 2022.
- Average over 1,200,000 page views/month on our websites.
- Principal broker for Cartus, world's largest real estate relocation and referral company.
- The Schmidt Family of Companies is the largest Coldwell Banker franchise in the U.S.A.
- Coldwell Banker Global Luxury handles more than \$267 million in luxury home sales each day - Representing more than 50,353 transactions of \$1 million+ homes - Attaining a \$1.9 million average sales price for \$1 million+ homes.

BUYER & SELLER SERVICES

- Multiple Listing Services
- National Relocation and Referral Services
- State of the art Advertising System
- Buyer Agency
- Computerization
- Residential and Commercial
- Mortgage Banking Services
- Internet Listings
- Multiple Digital Magazines

HOW DO WE COMPARE?

THE NUMBERS ARE IN.
NOBODY BEATS THE
COLDWELL BANKER® BRAND.

116 YEARS
OF GUIDING PEOPLE HOME

#1 MOST EFFECTIVE
REAL ESTATE
ADVERTISING
- ACE Metrix scores
2012-2020.

284 MILLION
IMPRESSIONS ON COLDWELL
BANKER® SOCIAL PLATFORMS
- Source: 2021 Sprout Social and media agency reporting.

WE CLOSED
\$334 BILLION
IN SALES VOLUME IN 2021
COLDWELL BANKER®

#1 MOST VISITED REAL ESTATE
BRAND ONLINE
- Reflects total website visits for 2021. Source: Comscore 2021 Media Trends.

PROPERTIES USING A LISTING
AGENT SELL **22% HIGHER ON**
AVERAGE

- Based on 2021 National Association of REALTORS® Profile of Home Buyers and Sellers Research Report.

20.7% HIGHER SALES
PRICE THAN
THE NAR AVERAGE

- National Association of REALTORS® 2021 Average Sale Price: \$368,400.

INTERNET MARKETING ADVANTAGE

With a primary distribution network which redistributes to up to 750 real estate oriented websites, your home will reach a larger, more targeted local audience. I can showcase your home where 95% of all time is spent searching for homes - online! This tremendous exposure to the largest audience of buyers helps give your home the visibility it deserves.



- ColdwellBanker.com
- CBGreatLakes.com
- CBSchmidtOhio.com
- CBFloridaHomes.com
- FLColdwellBanker.com
- ColdwellBankerPremierProperties.com
- ColdwellBankerVI.com

TOP 5 REASONS TO LIST WITH ME

INSTEAD OF SELLING ON YOUR OWN

- 1** I have access to market data about recent sales and other homes on the market that can be used to price your home appropriately.
- 2** I can show your home when you aren't available, can respond to inquiries from potential buyers and their agents, and can get valuable feedback from visitors - all things that save you time.
- 3** I can look at your home objectively and suggest ways to improve its appearance.
- 4** Buyers typically prefer to look at a home without the seller present so they can feel more comfortable exploring the rooms and visualizing themselves in the property.
- 5** I have professional marketing expertise, contacts with other REALTORS® who work with buyers, and the support of a brokerage that can market your home more widely than you can as an individual.

I'M HERE FOR YOU!

30-DAY MARKETING STRATEGY

ADVERTISE

- Professional photography of your property.
- “Just Listed” sign on your property.
- Enter listing into the Multiple Listing Service, personal website, Zillow, Tulia, and many other listing databases for maximum exposure.
- Announce listing in Coldwell Banker Newsletter and sales meetings.
- For Sale sign installed with flyers readily available.
- Provide Coldwell Banker Agents with quick access to view the listing.
- Send flier to producing REALTORS® in the area.
- Advertise through numerous mediums including newspaper, social media, etc.

PREPARE

- Order preliminary commitment of Title Insurance & Well and Septic Evaluation (if applicable).
- Contact city or township for pertinent property information.
- Advise owners of how to enhance the marketability of their home.
- Equip owner with feature sheet, plat map, and survey to use for showings.
- Perform a Competitive Market Analysis (CMA) of the property.

BEHIND THE SCENES

- Call all REALTORS® who have shown your property to obtain feedback.
- Execute Open Houses for the public to be published in local paper, social media, and real estate websites.
- Call and follow up with all persons who visited the Open House.
- At day 30, review if property needs a price adjustment.

ONGOING ACTIVITIES

- Inform sellers of Open House results and advertise success through a Marketing Service Report.
- Contact people from our mailing lists to solicit buyers for property.
- Inform REALTORS® who have previously shown the property about any changes that have been made to the property that could positively affect their buyers decision to purchase.
- Send copies of advertisements to Sellers.
- Review our personal buyers file to see if there is a match to your property.
- Call all REALTORS® who have shown your property to find out results.
- Include property in newsletters or monthly mailings.

TIPS TO A FASTER HOME SALE

Reducing clutter in a room can be an overwhelming task for many sellers.

Part of selling a home is selling a feeling that buyers have about space. Creating a little Zen in your den will help raise the possibility of a sale.

Below are a few of our tips.

SIMPLICITY SELLS

Remove excess clutter and knick-knacks from the room. Potential buyers feel uncomfortable and cramped when surrounded by an abundance of belongings that are not their own.

LOOK TOWARD THE LIGHT

Natural sunlight creates a feeling of warmth and happiness. Make use of all windows that bring in sunlight by pulling back the heavy drapes and raising the blinds. Keep all lights on as buyers buy on their first impression.

BALANCE

Place candles and potted plants around the room to create a feeling of balance and nature. When it comes to selecting a plant for the room, choose those that have round leaves to create a feeling of completeness.

PETS

Always remove pets from home for showing, and also store their food and water out of site.

FRESH AIR IN

Opening the windows for at least 20 minutes a day lets fresh air in and reduces odor, plus it brings a feeling of fresh energy to the place.

PACK UP THE SHOES

An accumulation of shoes by the front door can be uninviting to new comers. Gather up your family's footwear and store it out of the way. Walkways to and from the front door should always be clear and welcoming.

CLOSETS

If you don't wear it, it's not worth the space. Take a look at your closets and pull out old clothes you know you'll never wear again. Give them away and take a tax deduction. Get rid of extra hangers and plastic from the dry cleaners.



HOME SELLING PROCESS

1

LISTING CONSULTATION

- Discuss motivation, timing, pricing strategy
- Review comparable
- Marketing action plan
- Address any concerns



2

SIGN LISTING AGREEMENT

- Seller Disclosures
- Related Paperwork

3

DISCUSS HOME'S MARKETABILITY

- Prepare your home for sale
- Curb appeal and interior staging ideas

6

OFFER RECEIVED

- Explain all offers
- Review price, contingencies, and closing date

5

SCHEDULE SHOWINGS

- Private showings
- Open houses
- Provide showing feedback

4

IMPLEMENT MARKETING ACTION PLAN

- Professional photography
- Direct mail/email marketing
- Online listing marketing
- Signage, open house, info flyers



7

NEGOTIATE

I will negotiate terms with the Buyer's Agent based on your decision to either:

- Accept
- Decline
- Counter offer



8

CONTRACT ACCEPTED

Open Escrow



9

BUYER CONDUCTS DUE DILIGENCE

- Inspections: home, termite, roof, & pool
- Reviews Seller's Property Disclosure statement

12

BUYER LOAN APPROVED

- Sign loan documents with escrow company
- Escrow company returns signed documents to lender
- Lender reviews for final approval

11

HOME APPRAISAL ORDERED



10

NEGOTIATE REQUESTS

- Negotiate any buyer requests from inspections
- Clean buyer inspection items

13

BUYER

- Conducts final walk through

SELLER

- Arranges for movers, schedule disconnection of utilities and forward mail



14

CLOSE OF ESCROW DATE

- Lender wires funds and gives OK to record
- Documents recorded by county recorder
- Money and title are exchanged on your behalf

15

CONGRATULATIONS! ON TO THE NEXT PHASE OF YOUR

LIFE



SHOWING YOUR HOME

When it comes time to show your property, here are some suggestions that will help make the process go more smoothly.

MAINTAIN THE HOME IN READY-TO-SHOW CONDITION

With beds made, clutter removed, dishes put away, and so forth. Then, you're always ready for a showing as soon as you get the phone call.

SHOWCASE YOUR HOME AS IF YOU ARE RECEIVING GUESTS

Turn on lights or open drapes, place flowers in vases, hang your best towels, light a fire in the fireplace if it's cold outside, and play soft background music.

STEP OUT DURING A SHOWING

Grab a cup of coffee or run a few errands. The buyer will feel more relaxed if allowed to view your home without any distraction.

MAKE SURE PETS ARE CONFINED

Make sure they are in a safe and out-of-the-way place, or make arrangements for them to be away from the home.

RESERVE COMMENTS

Until the buyer has left your home. In some cases, silence is golden.

FOR SAFETY PURPOSES

It is wise to show the home to a buyer only if the agent working with them is present. You should also put away your most valuable items such as jewelry, collectibles, and prescription medication.

PLEASE FEEL FREE TO CALL ME ANY TIME IF YOU HAVE QUESTIONS, CONCERNS, IDEAS, OR SUGGESTIONS.

ITEMS NEEDED AT CLOSING

Home Owner's Insurance (copy)

Certified Bank Check

Driver's License

Keys and Garage Door Opener

Date of Closing: _____

Location: _____

Time: _____

SELLER'S TO-DO LIST

- Copy of Mortgage Note
- Loan Company / Bank
- Loan Numbers
1st Mortgage, Home Equity
- Survey
- Floor Plan (if available)
- Room Dimensions
- Square Footage of Home
- Latest Tax Assessment
- Inspection and/or Contract?
- Termite, Well & Septic
Inspections?
- 2 Sets of Keys
- Name of Company Who
Services Heating & Cooling
- Has Fireplace Been Cleaned
in Last 12 Months?
- List of Seller Improvements
and Estimated Costs
- Any Known Defects Including
Environmental Defects
(Radon, Asbestos, Lead Paint)
- Title Policy / Most Recent
- Covenants & Restrictions
- Homeowners Association
Information Regarding
Monthly and Yearly Dues,
When and To Whom They Are
Paid, and the Purpose of Dues
- Any Special Assessments
Now & Future
- Warranties in Effect Now
- 12 Months Utility Bills
Electric, Water, Gas, Oil, Etc.
- Latest Appraisal



COLDWELL BANKER

**SCHMIDT FAMILY OF
COMPANIES**