

LISTING PACKET

DESIGNED TO SELL **YOUR** HOME



PRESENTED BY

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COLDWELL BANKER

SCHMIDT REALTORS

EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED

30-DAY MARKETING STRATEGY

PREPARE

- Perform a Competitive Market Analysis (CMA) of the property.
- Review market conditions.
- Discuss your home-sale goals.
- Determine the optimal listing price.
- Advise you on how to enhance the marketability of your home.

Behind-the-scenes preparation to include:

- Sign Listing Contract and all the necessary and required Disclosure forms.
- Order preliminary commitment of Title Insurance & Well and Septic Evaluation (If applicable).
- Contact Municipality for pertinent property information.
- Equip you with a feature sheet, plat map, and a survey to use for showings.

ADVERTISE

- Professional Photography of your property for all Photos, Floor Plan, Virtual Tour, Drone Photography, as recommended ETC.
- Proper signage installed and key box on your home.
- Beautiful Marketing Brochure piece designed by our in-house Marketing Department
- Enter listing into the Multiple Listing Service, personal website, Zillow, Trulia, our Primary Distribution Network, and many other databases for maximum exposure.
- Announce listing at Coldwell Banker Sales Meetings.
- Provide Coldwell Banker Agents quick access to view the listing
- Weekly Social Media posting and targeted paid advertising (Boosting)
- Any and all available advertising through the Coldwell Banker National Network.
- Send a flyer to the producing REALTORS® in the area.

BEHIND THE SCENES

- Call all Realtors who have shown your property to obtain feedback
- If desired, execute Open Houses for the public; to be posted on Social Media.
- Call and follow up with all persons who visited the Open House
- On day 30, review if the property needs price adjustment

ON-GOING ACTIVITIES

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

CLOSING

- Evaluate offers and negotiate the best price and terms.
- Facilitate inspections.
- Coordinate closing date, time, location, and contacts.
- Monitor buyer financing and home appraisal.
- Follow up on details
- Review closing statement.
- Close the sale.
- Provide copies of all closing documents.



HOME SELLING PROCESS

1

LISTING CONSULTATION

- DISCUSS MOTIVATION, TIMING, PRICING STRATEGY
- REVIEW COMPARABLES (ACTIVE, SOLD & EXPIRED LISTINGS)
- MARKETING ACTION PLAN
- ADDRESS ANY CONCERNS



2

SIGN LISTING AGREEMENT

- SELLER DISCLOSURES
- RELATED PAPERWORK

4

IMPLEMENT MARKETING ACTION PLAN

INCLUDES PROFESSIONAL PHOTOGRAPHY

INDUSTRY

- DIRECT MAIL MARKETING
- EMAIL CAMPAIGNS
- COMPANY INTRANET/NETWORK

ONLINE

- MLS
- REALTOR.COM, ZILLOW, TRULIA
- ONLINE SYNDICATION
- SOCIAL MEDIA CAMPAIGNS

LOCAL

- SIGNAGE, OPEN HOUSE, FLYERS
- EVERY DOOR DIRECT MARKETING
- JUST LISTED POSTCARDS



3

DISCUSS HOME'S MARKETABILITY

[PREPARE HOME FOR SALE]

5

SCHEDULE SHOWINGS

PRIVATE SHOWINGS
OPEN HOUSES
PROVIDE FEEDBACK



6

YES! OFFER RECEIVED

EXPLAIN THE OFFER(S) & REVIEW PRICE, CONTINGENCIES, INCLUDED ITEMS, & CLOSING DATE



7

NEGOTIATE

I WILL NEGOTIATE TERMS WITH THE BUYER'S AGENT BASED ON YOUR DECISION TO:
> ACCEPT > DECLINE > COUNTER



11

HOME APPRAISAL IS ORDERED



10

NEGOTIATE REQUESTS & CLEAR BUYER INSPECTION ITEMS

9

BUYER CONDUCTS DUE DILIGENCE

- INSPECTIONS: HOME, TERMITE, ROOF, POOL
- REVIEWS SELLER'S PROPERTY DISCLOSURE STATEMENT



8

CONTRACT ACCEPTED OPEN ESCROW



12

BUYER LOAN APPROVED

- SIGN LOAN DOCUMENTS WITH ESCROW COMPANY
- ESCROW COMPANY RETURNS SIGNED DOCUMENTS TO LENDER
- LENDER REVIEWS FOR FINAL APPROVAL



13

BUYER CONDUCTS "FINAL WALK-THROUGH"
SELLER ARRANGE FOR MOVERS, SCHEDULE DISCONNECTION OF UTILITIES, 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!





GETTING STARTED

Your home and your home sale needs are one of a kind. Using the unmatched resources of Coldwell Banker®, I will develop a custom plan to:

- Provide you with proven, powerful, and personal service
- Enable you to obtain the best possible sales price and terms for your home
- Close the sale in a smooth, timely manner

We are committed to your complete satisfaction, and will represent your interests with the utmost care, honesty, integrity, and discretion.

Let's get started!

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 out-market the competition, giving your property maximum exposure to the highest number of qualified buyers.
- 2** My ability to negotiate & close the buyer on buying your home.
- 3** I will listen & communicate effectively with you to remove the stress from selling.
- 4** I can show your home when you aren't available, respond to inquiries from potential buyers and their agents, and get valuable feedback from visitors - all things that save you time.
- 5** I will market your home aggressively online and offline through my network of agents, potential buyers, and my database.

I'M HERE FOR YOU!

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.

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.

COMMISSION BREAKDOWN



SELLER LISTS THEIR HOME
WITH COLDWELL BANKER



SELLER PAYS 6% COMMISSION



3% TO
SELLER'S
AGENT



- Professional Photos
- Sign Installation
- Feature Sheets
- Marketing Materials
- "Just Listed" Advertising
- Social Media / Facebook
- Flyers
- Sign Riders
- Hosting Open Houses
- MLS / Zillow / Trulia

*** Seller's cost for sale
is 6% plus \$295.**

3% TO
BUYER'S
AGENT



- Exclusive Access to Upcoming Listings
- Automatic New Listing Updates
- Initial Meeting
- Home Buying Process Breakdown
- Pre Approval Assistance
- Exclusive Tours
- Strategic Negotiation
- Facilitating Inspections
- Preview Title Work

TYPES OF FINANCING

CONVENTIONAL

Competitive Strength: ★★★★★

5%
Down Payment

Typically used when the buyer has a credit score of 680 or greater (with some exceptions). If there has been a past bankruptcy, there is a 4-year waiting period from the discharge date and if there was a foreclosure, the waiting period is 7 years from the date of the sheriff's deed.

FHA LOAN

Competitive Strength: ★★★

3.5%
Down Payment

Typically used when a buyer has a credit score under 680, the minimum credit score for FHA is 620, anything below that will require compensating factors and will need special approval and not all lenders will extend financing below a 620. FHA is also used when employment or traditional credit history is soft. If there has been a past bankruptcy, there's a 2-year waiting period from the discharge date and if there was a foreclosure the waiting period is 3-years from the date of the sheriff's deed.

RURAL DEVELOPMENT

Competitive Strength: ★★

0%
Down Payment

Used on properties outside the city boundaries, with Rural Development a buyer can borrow up to 100% of purchase price and finance in closing costs and pre-paid expenses if the appraised value allows. There are household income restrictions that vary per county. If a borrower has over 20% in assets they may not be approved for Rural Development financing.

VA LOAN

Competitive Strength: ★

0%
Down Payment

A VA loan is offered to past and present military members. This loan type will allow a veteran to financing 100% of the purchase price and not carry any monthly mortgage insurance. Disabled veterans do not have to pay a funding fee. VA financing can also be offered to reservists who already have put in 6 years of service.

DOWN PAYMENT ASSISTANCE

MSHDA is a state program that helps buyers with "down payment assistance." This program may be used in conjunction with other financing types. The guidelines for this program are more difficult, and a buyer has to agree to the interest rate offered by the department. Buyer has 1% of own funds vested into the transaction. There are income restrictions and there can be no outstanding collection balances. In today's fast pace market, it is very important to know where you stand. If you are in a multiple offer situation, typically the listing REALTOR will suggest to the seller to go with a conventional buyer if possible. To most REALTORS®, conventional financing is seen as "more secure." FHA, MSHDA, VA and Rural Development tend to have more requirements and those financing types also require the homes to be in tip top shape.

HOW DO WE COMPARE?

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

115 YEARS
OF GUIDING PEOPLE HOME

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

166 MILLION
IMPRESSIONS ON COLDWELL
BANKER® SOCIAL PLATFORMS
- Source: 2020 Sprout Social and media agency reporting.

WE CLOSED
\$265 BILLION
IN SALES VOLUME IN 2020
COLDWELL BANKER®

#1 MOST VISITED REAL ESTATE
BRAND ONLINE
- Reflects total website visits for 2020. Source: Comscore 2020 Media Trends.

PROPERTIES USING LISTING
CONCIERGE SELL **35% CLOSER**
TO LIST PRICE
- Based on Coldwell Banker Realty Listing Concierge usage data reported
through May 31, 2020.

13% HIGHER SALES PRICE
THAN THE NAR AVERAGE
- National Association of REALTORS® 2020 Average Sale Price: \$331,600.

COMPANY PROFILE

COLDWELL BANKER SCHMIDT REALTORS

2168 Wealthy Street | East Grand Rapids, MI 49506

WWW.CBGREATLAKES.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.
- \$4.75 Billion in sales volume in 2020.
- Over 19,603 closed sale transactions in 2020.
- 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 \$168.4 million in luxury home sales each day - Representing more than 32,663 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

YOUR TRUSTED REAL ESTATE AGENT



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ABOUT ME

Kevin Southwick built a strong foundation for a career in real estate after working in the customer service industry for years. In 2007, Kevin was ready to take the exciting leap from retail into a career in real estate. Kevin's excitement to play a part in helping people reach their home ownership goals was palpable. Coupled with his fondness and an appreciation for architectural designs Kevin knew this was the right move.

Simplifying the home buying and selling process with top notch customer service is what Kevin does best. Whether he's helping sell a home or finding the right one to buy, the day to day interaction between Kevin and his clients is something he is passionate about.

It is vital to anyone thinking of buying or selling real estate to understand the trends of the market, as they can change rapidly. I can help you understand the market and offer advice under one of the most recognized and trusted Brokerages.

DESIGNATIONS

REALTOR®

MY COLDWELL BANKER OFFICE

Coldwell Banker Schmidt Family of Companies has experienced phenomenal growth since its inception in 1927. Founded by Harold F. Schmidt, the company is now led by his grandson and great-grandson.

H. F. Schmidt Real Estate, as the firm was originally known, was based on the principles of honesty, integrity and an unwavering commitment to outstanding service. Harold Schmidt's adherence to these standards of excellence earned him the trust and confidence of his clients, building a solid foundation for what was to become one of the most respected and largest real estate brokerage firms in the Midwest. Schmidt Family of Companies is now a fifth generation real estate firm and is one of the largest and most successful real estate affiliates in the country.



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