

Selling a home

SELLING A HOME requires the knowledge and capability to reach a broad audience. To meet this challenge, I have developed a marketing system that informs potential buyers locally, regionally, nationally, and internationally. This enormous scope provides your home with the maximum level of exposure. More exposure = more prospective buyers = less time on the market and a higher sale price.

This marketing system is anchored by the American Heritage brand. Known for our solid reputation, the American Heritage name brings an intrinsic value to your property, distinguishing it from others on the market.

I also believe in leveraging the latest technology to market your home. So in addition to the traditional venues we utilize, your home will have the benefit of being part of a American Heritage streaming video on the Internet. Much more than simple virtual tours, these movies are full-motion videos of your home's exterior and interior, and show every room. This revolutionary idea is available only at American Heritage Residential Brokerage, and is a prime example of our commitment to provide maximum value for each of our customers.

Selling a home can be complex and time consuming. I believe that fully understanding all the steps involved in home selling benefits everyone. The following list shows a sequence of the overall process.



PRICING YOUR HOME

I will provide a recent sales analysis of comparable homes and market trends to help you determine the value of your home. (For a Free Market Analysis, [Click](#)

[Here.](#)) Needs to link to feedback form

LISTING DATE

After a price is established, I will ask you to select a date when your home will be placed on the market. I will offer you advice based on current market conditions.

HOME PREPARATION

I can provide you with a list of recommendations for making your home as attractive as possible to potential buyers. Ask to see my article "How to Stage Your Home So It Sells".

LISTING AGREEMENT

I will ask you to sign a Listing Agreement with American Heritage Residential Brokerage. This agreement allows us to represent you and begin marketing your property.

REPRESENTATION

As a prospective seller, you will receive professional representation from me as your Realtor. By signing a listing agreement with Coldwell Banker, we are legally bound to work with your best interests in mind.

DISCLOSURES

In addition to the Listing agreement, I will need to have you sign other documents as required by the state of Massachusetts, including disclosures of agency relationships, lead paint information, state and federal laws. etc.

YARD SIGNS

On the start date, I will place a American Heritage For Sale sign in a visible location on your property and order our sign company to install our well known and highly visible post sign, and also install a lock box (if applicable).

HOME PHOTOGRAPHS

I will photograph the exterior of your home so it can immediately be placed on the following leading real estate websites:

www.AmericanHeritagerealestatesrvs

www.Realtor.com

MAKING THE MOST OF YOUR HOME

Many people may view your home while it is on the market. Displaying your home at its best may help it sell faster, and at a higher price. Consult with me on how to "stage" your home so it sells.

MARKETING: ATTRACTING BUYERS TO YOUR HOME

Today's real estate market is changing rapidly, and buyers are coming from a wider variety of sources. I am committed to investing in the tools necessary to stay ahead of trends, providing maximum exposure of your property to the most buyers. With this in mind, I offer two separate programs for buyers to assist them in finding your home.

HOMENET (northshorerealestate.com)

Many of today's buyers are using sophisticated technology to search for their new home.

Both I and American Heritage have invested in state of the art web sites, designed to aid buyers in their search. Each site includes a photo of your home and specific details relevant to the property as well as our unique HomeMovie of your home. All our websites are updated daily, listing the most current and accurate information.

REALTOR.COM

American Heritage has also created a partnership with the largest real estate web site in the country, realtor.com. All homes listed with me are included on the site, exposing your property to potential buyers nationally and internationally. Additionally, I invest in what is known as "enhanced listings" on this website, at no additional cost to you.

THE AMERICAN HERITAGE NETWORK

The large majority of homes are sold by someone other than the listing agent. At American Heritage we have approximately 4,500 Realtors in New England working with each other in their communities, and as a team, to sell your property. In addition, our Relocation and Mortgage Services are superior referral sources for attracting potential buyers

AMERICAN HERITAGE HOME VIDEO

Replacing even the relatively new "virtual tours" of homes, American Heritage has once again set another standard in the industry by being the first residential real estate company in the world to provide full motion video of the interior and exterior of every home listed with our company. Ask for it!

DIRECT MAIL

American Heritage has an extensive direct mail program designed to inform the public of available offerings. I send notices into our community for each home I list. Not only do neighbors become aware that your home is available, they may also know someone who might be interested. This is just one example of several types of direct mail programs I use.

PORTFOLIO MAGAZINE

American Heritage produces its own catalog of homes at four intervals throughout the year. This catalogue of homes features hundreds of homes and is another unique way of attracting buyers and sellers to American Heritage properties. Its distribution is over 125,000.

LOCAL ADVERTISING

Statistics show that one third of all buyers move within the same town. Consequently, local advertising is an important element of any marketing plan. By making the community aware of Coldwell Banker, we attract more buyers and ultimately offer greater exposure for your property.

MLS (MULTIPLE LISTING SERVICE)

We will also include your home on a local and regional database of all available

properties. This increases your property's marketability by informing agents at other companies about your home.

AMERICAN HERITAGE DIVISIONS

Your property will be marketed to potential buyers in each of the other service divisions of Coldwell Banker, including Relocation Services, which provides customer access nationally and internationally.

HOME TOUR FOR AMERICAN HERITAGE AGENTS

I will provide a tour for all local American Heritage agents. This gives me the opportunity to show the unique details and characteristics of your home.

OPEN HOUSE

An Open House may be arranged to show your property to the buying public. Please discuss this option with me.

ADVERTISING

We will place classified ads to attract buyers to your home.

OFFERS

I will represent you during the process of receiving offers from buyers, as well as negotiating terms of the purchase agreement.

SECURE FINANCING

Today, many buyers are pre-approved for a loan before they begin a home search. If this is not the case, buyers will have to secure financing before the closing can take place. A American Heritage mortgage consultant will be happy to work with your buyer.

INSPECTIONS & APPRAISALS

Home inspections and/or appraisals may be required to satisfy the terms of financing, assess the condition of the home, and validate the purchase price. I will work with inspectors and appraisers throughout this period.

CLOSING

After all conditions of the contract are met, the closing can be arranged and the moving process begun. I, or a member of my team, will be present at your closing.

POSSESSION

Your home is sold - it's time to move!

IN SUMMARY, *the marketing tools used by me and American Heritage to attract buyers to your home include Internet and voice technologies, direct mail, broadcast, newspaper, outreach through corporate services, and the sphere of influence of all our agents. No other company and agent can provide you with the kind of marketing capability that American Heritage and I can.*

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My Home Owners Club information offers relevant home management tips, trends

and issues relating to homeownership and much more, including:

Local home sales (where available)	School data
Improvements and renovations	Repairs and maintenance
Finance and taxes	Energy conservation
Contractor screening	Neighborhood demographics
Consumer protection resources	Scam watch
Home and neighborhood safety	Government and legislature
Understanding home systems	And even more...

Click the My Home Owners Club logo for your FREE lifetime membership. Membership offers hundreds of pages of actionable content with no spamming, pop-ups or bothersome selling. You'll never need another Google search for easy access to homeowner resources.