

Seller's Package



Service Provided by Your Real Estate Professionals

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Marketing Factors

The role of the real estate community

The entire real estate community includes all of the companies, offices, and agents in the marketplace. They work together to sell property in an incredibly efficient system of sharing information.

The multiplying effects of this cooperation will increase the promotion that is done on each and every property in the marketplace. It brings purchasers into the home buying process and after qualifying them to their wants, needs, and abilities, they can be directed toward the home that meets their requirements.

The pricing and positioning in the marketplace

Purchasers have a tendency to want to look at all of the available properties that meet their criteria. They will compare the homes according to value for price, condition, and appeal.

Even if the buyers are not familiar with prices in a particular area, after seeing a few homes, it is easy to determine whether a home is priced correctly.

Supply and demand has a direct effect on pricing. The subject property must be favorably priced based on location, condition, and terms compared to the other homes that a buyer will look at.

The role of the marketing coordinator

The agent's objective is to get your home sold, not necessarily to be the one to actually sell it. The sheer number of other agents makes it more likely that someone else will sell it.

The listing agent's job as marketing coordinator will be to manage the sale to maximize promotional efforts, represent the seller's interests, and to use their experience to make the transaction go smoothly.

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We Have Mutual Objectives....to sell your home...

At the highest possible price

The average Sales Price to List Price ratio experienced on my listings is higher than the average of the Multiple Listing Service. The benefit to you is more money after all of the expenses have been deducted.

In the shortest period of time

The average time on the market experienced on my listings is less than the average of the Multiple Listing Service. The benefit is that your home will sell in a shorter period of time so that you will receive your equity sooner.

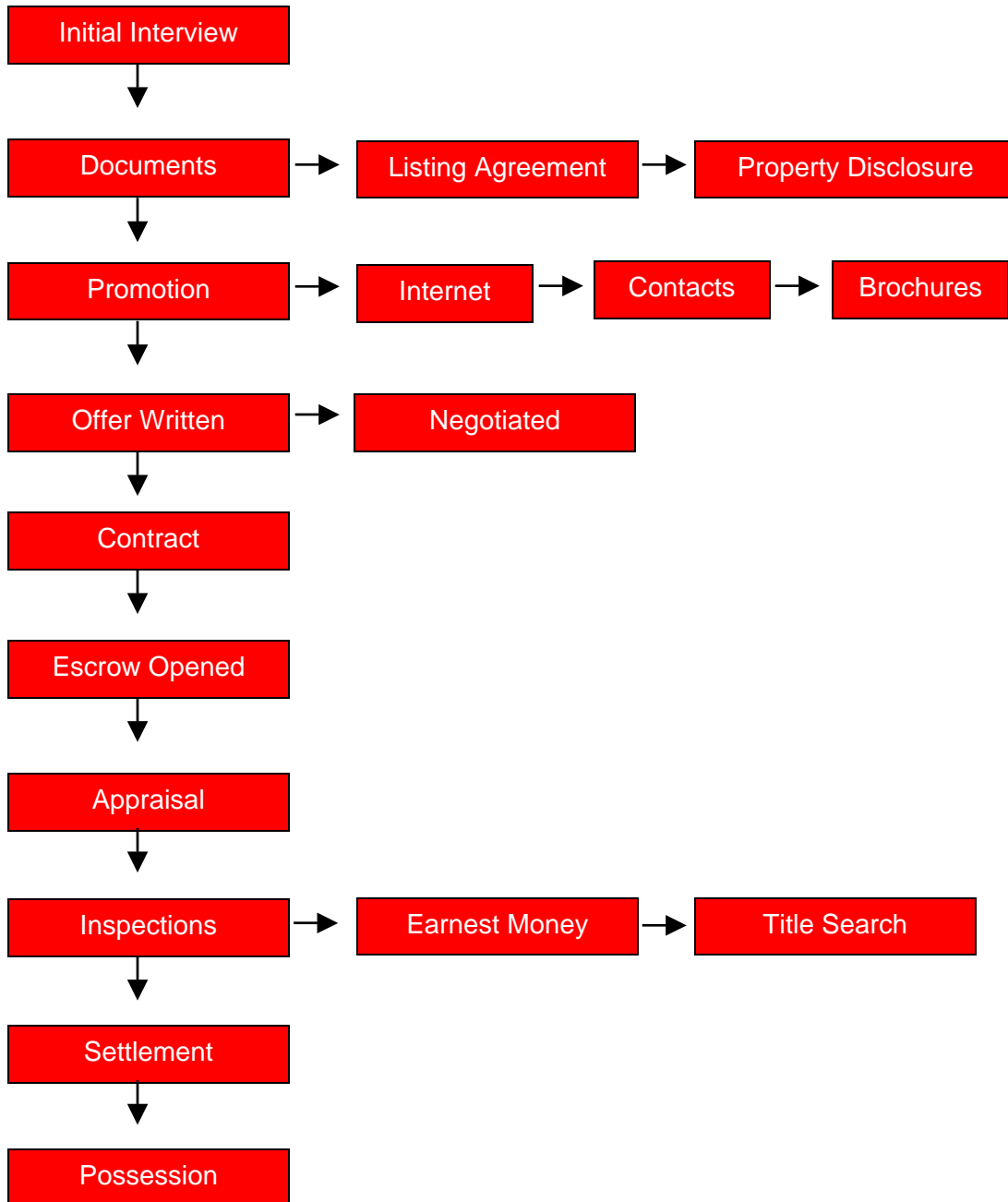
With the most favorable terms

Negotiating the most favorable terms regarding mortgage fees, settlement fees, possession, and personal property can be as important as the price. The benefit of third party negotiation can be one of the most effective services offered by an agent.

Owner and agent cooperating and communicating to achieve a successful sale.

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Home Selling Process



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Services Provided

Comparative Market Analysis

A written report of the transactions in the neighborhood to identify similar properties that has sold recently and is currently on the market in an effort to determine a realistic price for the subject property.

Financing Alternatives

Attractive financing can actually shorten the marketing time and increase the sales price. I stay up-to-date with the types of mortgages that are available and maintain business relationships with mortgage professionals to provide choices. These will help buyers and sellers make better decisions.

Market Preparation

Improving the condition of the home, "setting the stage" before showings, and knowing what to do when the property is being shown are just a few of the things that will help maximize the marketing efforts. We'll take time to examine your home and explore the alternatives to showcase your property.

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Home Protection Plan

Home protection plans can increase the marketability of a home by providing a “peace of mind” extra that competing homes may not have.

A home warranty increases marketability:

- Warranted homes sell up to 50% faster than non-warranted homes
- Homes with a warranty sell for about 3% more, on average (Business Week)
- Reduced chance the seller will be asked to reimburse the buyer for a breakdown of a covered component
- Better chance that the closing won't be delayed by a malfunctioning warranted item
- It provides the buyer with a full year of coverage on the home's major systems and appliances after they move in.
- In the event that something covered breaks down, only a deductible is paid and the Warranty Company pays the remainder.

Buyer coverage on selected items:

- Central Heating System
- Electric Central Air System
- Interior Plumbing
- Built-in Appliances
- Electric Pool Equipment

The seller may also have coverage on certain items while the property is listed for sale, even before the coverage is paid for.

Benefits of a Pre-Appraisal and Pre-Inspection

The benefits of ordering an appraisal and an inspection when initially listing the home can make the entire marketing process move smoother and quicker.

Establishes Objective Value

The price is not merely set by the seller but placed on the home by a disinterested third party whose profession is to value property.

Validates List Price

If the appraisal and the list price are the same, there is less likelihood that the buyer will discount the “asking price.”

Establishes Basis for Comparison

The appraisal and inspection can be used to compare with subsequent reports and can help to validate or challenge their findings.

Creates Awareness of Condition of Home

A third party inspection of the home by an inspector will identify areas that need attention and serve as a marketing tool to buyers to give proof to the condition. It can also be used to challenge claims that the buyer’s inspector might make.

Anticipates Potential Problem Areas

If certain things are identified by the first inspection, it gives the seller the opportunity to repair them at competitive rates instead of possibly having to rush to get them done prior to closing.

Saves Time

By understanding what might need to be done to a home early in the marketing process, it can save critical time between the contract and closing.

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Marketing Plan

1. Place a sign on the property
2. Perform a comparative market analysis
3. Enroll the property in the Multiple Listing Service
4. Promote property on CFMNet.com
5. Promote property on various Internet listing aggregators
6. Conduct a tour for the Callaway, Farnell and Moore, Inc. agents
7. Conduct a Broker's tour for agents with other office to preview the property
8. Conduct Open Houses for prospects and associates
9. Produce color property flyers
10. Install a key box to facilitate ease of showings
11. Monitor listing and sales activities to maintain competitive position in the marketplace
12. Offer a one-year home protection plan for purchaser
13. Write and place classified advertising
14. Follow-up on showings to obtain prospects' reactions
15. Involve the homeowner to maximize marketing position
16. Provide homeowner a market preparation tips

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Professional Service Fee

There is a professional service fee charged by my company which is a percent of the sales price of the property. Our company cooperates fully with other real estate companies and agents. We offer a split to the selling agency that shared between the brokerage company and the salesperson.

Transaction Fee

A transaction fee of \$200.00 in addition to the commission is sometimes charged to cover the initial expenses of placing the home on the Multiple Listing Service, the Internet, the sign, the lockbox, and other miscellaneous fees. This fee is payable at the time the listing is signed and is considered earned regardless of the outcome of the property. **I DO NOT CHARGE THIS FEE**

Performance Guarantee

I feel so confident in my ability to sell your home, that when your property is entrusted to our company under an exclusive right to sell agreement for 365 days or more, our firm assures you that if at any time during the listing period, you are not satisfied with the service you are receiving, you may notify our office in writing and your listing will be terminated.

Owner's signature

Owner's signature

Broker

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Follow-Up

We can follow up on prospects that have seen your home without them thinking you're anxious. A homeowner calling a person who has seen their home can give the wrong impression that may lead them to think you are desperate.

The problem with a homeowner calling a prospective buyer "to see what he thinks" is that the buyer might get the wrong impression. You don't want to appear as though you'll take less money. This could lead to lower cash proceeds for you.

To the contrary, it is natural for a third party like the listing agent to follow up with a prospect. It is the responsibility of the agent to find out what kind of reaction the buyer had to the property. This will help encourage a contract and can lead to learning about adjustments that can be made to make the home more marketable.

Sincere Interest

I know you are concerned about the sale of your home. I pledge to take a sincere interest in getting it sold for the most money, in the shortest time, and with the fewest problems.

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Representing Your Best Interests in Real Estate

Karen Hamilton is a native Delawarean and has lived in Sussex County for over 40 years. Karen's career began with Corporate Client Relations in the Internet and Fulfillment industry. She continued her work in the Call Center Client Relations world in New Castle County until 2001.

Karen's Real Estate background began in January 2003 as she joined Callaway Farnell and Moore, Inc. Karen is a member of the National Association of REALTORS, Delaware Association of REALTORS, and the Sussex County Association of REALTORS. In her first year as a Realtor, due to her sales and commitment to the field, Karen was nominated and accepted into Callaway Farnell and Moore's Board of Directors. She also recently earned her designation as a SRES, Seniors Real Estate Specialist. Karen is 1 of approximately 11,000 Realtors in the country with this special ability to deal with our senior population.

Today Karen resides in Seaford with her husband Frank and two children, Casey a Junior at Seaford High School and Josh a 7th grader at Seaford Middle School. When not selling Sussex County, Karen can be found most summer days with her family either at the ballpark, or the golf course!

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