

The Top Ten Service Areas of the Seller Value Proposition

1. Needs Analysis

- a. Help clarify the motivating reasons to sell.
- b. Determine the seller's timetable.

2. Pricing Strategy

- a. Determine the best selling price strategy given current market conditions.
- b. Show resulting net sheet.

3. Property Preparation

- a. Advise on repairs and improvements.
- b. Provide staging strategies.

4. Marketing Strategy

- a. Develop marketing plan.
- b. Establish marketing timetable.

5. Receive an Offer

- a. Evaluate offers.

6. Negotiating to Sell

- a. Negotiate counteroffers.
- b. Advise on final terms and conditions.

7. Sell

- a. Prepare postcontract work list.
- b. Advise on repairs and vendor services.

8. Preclose Preparation

- a. Coordinate and supervise document preparation.
- b. Provide preclosing consulting.

9. Closing

- a. Review closing documents.
- b. Resolve last-minute items.
- c. Complete transaction.

10. Post Closing

- a. Coordinate move.
- b. Assist with postclosing issues.

The Top Ten Service Areas of the Buyer Value Proposition

1. Needs Analysis

- a. Analyze buyer's wants and needs.
- b. Help buyer get clear picture of her ideal home.

2. Prequalification or Pre-approval

- a. Guide buyer to loan officer.
- b. Obtain prequalification or pre-approval.
- c. Help choose best mortgage financing plan.

3. Neighborhood Information

- a. Create broad neighborhood search profile.
- b. Provide list of target neighborhoods and related information for each.

4. Home Search

- a. Organize and schedule a home search process.
- b. Ongoing updates, drive-bys, and showings of available homes.

5. Make an Offer

- a. Compare homes and make decision.

- b. Advise on terms and issues of offer.
- c. Fill out purchase offer contract.

6. Negotiating to Buy

- a. Present the offer.
- b. Negotiate on buyer's behalf.

7. Vendor Coordination

- a. Advise and supervise vendor selections.
- b. Coordinate vendor services.

8. Preclose Preparation

- a. Coordinate and supervise document preparation.
- b. Provide preclosing consulting.

9. Closing

- a. Preview closing documents.
- b. Resolve last-minute issues.
- c. Complete transaction.

10. Post Closing

- a. Coordinate move-in.
- b. Assist with postclosing issues.