



# 77 Point Home Selling System



Todd Sloan Realtor

This system is constantly updated, and new marketing techniques added to get your home sold fast and for top dollar. The 77 points are constantly changing due to technology, and rights are reserved to add and delete items based on their effectiveness.

# 1-12

1. Begin conversation to ascertain basic information about your home which will be used to start the evaluation process and; schedule an in person meeting with you.
2. A pre-meeting information packet will be emailed to you which will outline important information on the services I provide and the process I have developed to market your home.
3. Order pre-listing packet for title company and research tax records to verify full and complete legal information is available to prospective buyers and buyer's agent on MLS.
4. Search MLS for Active, Closed (Sold), and Pending (Under Contract) sales in a circumference around your home to determine, average days on market, and number of available home for sale.
5. In person meeting - Tour home making note of any upgrades or other special features about the home that will increase the value.
6. Gather information to help assess your needs.
7. Discuss your timeframe.
8. Assess items that are most important to you.
9. Talk through any of your immediate concerns.
10. I will ask you questions both about you and your home to learn how to better serve and provide helpful information.
11. Obtain and verify your preferred methods of contact. Email, text, voice, or video visit.
12. Discuss your purchase plans and determine if you need any assistance with your next purchase or research and find a qualified agent to assist you in your new location.



**13. Will provide you with relocation info if needed and share listing with Relo specialists.**

**14. Determine exact square footage from your previous title documents or plan for professional measurement. A floor plan will also be created at no additional cost to you once a listing agreement has been signed.**

**15. Obtain any other additional information to help with marketing and advertising materials. Such as, what features do you feel would make your home attractive to buyers?**

**16. Discuss what you think your home is worth, how much do you owe on the property, and also talk about any other details you feel would be value to the property?**

**17. I will ask you for a previous survey of the property which could be included in documents from when you purchased your home. This could save you money if there haven't been any changes.**

**18. Discuss market conditions in the area, competition, and list price range based on information collected. A sell price will be determined after an extensive analysis.**

**19. Answer any questions at this point on marketing information emailed to you earlier.**

**20. Discuss any property condition concerns and talk about suggestions to help the home show at its best.**



**13-20**

- 21. Signing Listing Agreement with the final sale price to be determined after final analysis, keeping in mind the "Easy Out Guarantee."**
- 22. Leave "Preparing Your Home for Sale" information.**
- 23. End meeting and begin extensive Cost Market Analysis taking in consideration all information gathered at the initial meeting.**
- 24. Research properties that are Active, have Closed, or are Pending that are comparable to your home from the information collected. Includes square footage, features, upgrades, and location.**
- 25. Compare homes that are within 1 mile, and have Closed within the last 6 months.**
- 26. Additional consideration is given to sales trends, mortgage rate fluctuations, as well as a pricing strategy to enable the home to show up on more MLS searches.**
- 27. A Cost Market Analysis (CMA) is finalized and presented to you.**
- 28. An agreed upon list price is determined.**
- 29. A NetOut sheet based on the list price is created to show the net amount you would receive from the sale of your home.**
- 30. A Seller Disclosure Statement will be delivered that you will need to complete. This statement includes questions about the home that only you can answer. It helps to prevent devastating setbacks and protects your legal rights.**

**21-30**



- 31. Professional Photographer will shoot color digital photographs of the inside and outside of your home for marketing flyers, advertisements and the Internet.**
- 32. If time allows, 4 photos will be used to promote the listing as a "Coming Soon" home. This allows us to immediately jump start the marketing campaign before going Active and showings begin.**
- 33. Electronically submit your home listing information to the Multiple Listing Service (MLS) for exposure to all area Realtors.**
- 33. The professionally taken photos of your home are then loaded to allow buyers and agents to preview pictures so they are ready to schedule showings once the listing is Active.**
- 34. Collect house key and install Supra electronic lockbox.**
- 35. Information is sent to me electronically once opened. This information includes, time opened and closed, Agent name, phone number, and company.**
- 36. Set up of automatic feedback survey for any agent opening the lockbox and will be provided to you in marketing updates.**
- 37. ShowingTime appointment set up. When an agent requests a showing, I am notified and will check with you first to see if the time works before giving showing approval to the agent.**
- 38. High impact signs will be placed at property.**

**31-38**



39. See-thisHome.com sign rider will also be used to guide prospective buyers to property specific website for information.
40. Property website will be live and functional once sign is placed.
41. Formulate target market data to determine who the most likely qualified buyers would be. Niche buyers, professionals, downsizers, upsizers, 2nd home owners, artists, etc.
42. Create Social Media Ads and determine target placement for maximum effectiveness.
43. Create and deliver property brochure of feature benefits of your home for use by buyers agents showing your home.
44. Film the virtual property tour video and download it to YouTube.
45. You will receive links to all online media.
46. Your home will be listed as a "Company" listing on our eXp Realty site and all eXp Agent sites.
47. Work with lender partner to provide several financing plan options to educate buyers on methods to purchase your home.
48. Advertise home to qualified buyers in company database.
49. MLS syndication feed will advertise your listing on national and local real estate sites like, Re/Max, Coldwell Banker, Keller Williams, Realty One, and all local agent sites with a IDX MLS feed.
50. National distribution will include Realtor.com, Homes.com, Zillow.com, Yahoo!, Trulia, Front Door, and many many more.

**39-50**



**51. Post to Facebook page business pages. eXp Agent page, The Rich Group, and Todd Sloan 505 Real Estate.**

**52. Promote your home by emailing home link to all agents who have sold homes in the area over the last year.**

**53. Create and purchase targeted Facebook and Instagram news feed ads. People who have recently searched National sites like Zillow.**

**54. Monitor all home showings to keep records of marketing activity and potential purchasers.**

**55. Schedule Open House times so promotion on these dates can begin.**

**56. Place Ads to begin retargeting ad campaign.**

**57. Follow up with all showing agents to assist with any additional information as needed to help facilitate an offer.**

**58. Send 100 "Just Listed" post cards to selected prospects within 3 days of listing going live. Waiting 3 days allows the MLS Syndication to provide information to all internet sites and increases effectiveness of the post cards.**

**59. Daily activity updates on progress the first week, then market updates on a weekly basis unless you would like them more frequently. You determine how you would like to receive updates, either by phone, email, text, or Zoom.**

**60. Set up and provide all showing feedback from ShowingTime automatic survey that is sent to all showing agents.**

**51-60**



- 61. Prepare Bi-weekly activity report on new Active, Pending, and Closed homes in the area around your home.**
- 62. Determine if showing agents have prequalified all buyers prior to showing your home.**
- 63. Promote Open House dates by canvassing the neighborhood with "Pick Your Neighbor" Flyer.**
- 64. Consistent check in to make sure you are happy with the progress and make adjustments if necessary.**
- 65. Be confident knowing satisfaction is guaranteed with the Easy Exit Cancellation Guarantee.**
- 66. Manage all paperwork to insure a smooth transaction.**
- 67. Receive Offer - review important details of the contract to determine best negotiation position.**
- 68. Explain all aspects of the purchase agreement, counter offers, or any amendment/addendums.**
- 69. Verify with lender prequalification and earnest money deposits.**
- 70. Create a Net Out sheet for all offers so you know the bottom line.**
- 71. Negotiate the highest price and best terms for you and your situation.**
- 72. Review and negotiate any buyer requested repairs.**

**61-72**





# 73-77

- 73. Track all dates to insure the transaction proceeds according to contract dates. Open escrow with title, earnest money delivery, inspections, appraisal, repair requests (ORW) , survey, etc.**
- 74. Coordinate final inspections, final walk through, closing and possession activities.**
- 75. Attend closing appointment with you at the title company to insure proper accounting of funds due to you based on the purchase agreement.**
- 76. Arrange possession and transfer of home (Keys, warranties, garage door openers, educate new owners of garbage/recycling, mail procedures etc.).**
- 77. I will personally work with you from list to close. I will not hand you off to someone else on my team at any time during the transaction.**

## **Todd Sloan eXp Realty**

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ToddSloan505.com

NM-HomesforSale.com

See-thisHome.com

Your-HomesValue.com

SellAHome505.com

