



PLATT INC

Services Provided to Sellers

Before Listing Property for Sale

- Provide competitive market price analysis for property
- Provide written estimate of seller's net proceeds
- Create marketing strategy
- Provide preliminary title report
- Coordinate with home staging company
- Arrange for home and yard maintenance
- Advise seller on personal property disposal

When Property is Listed for Sale

- Prepare listing paperwork
- Open escrow with title company
- Advertise property on MLS and internet
- Arrange for access/keys
- Arrange for house repairs
- Install "For Sale" sign at front of property
- Install electronic key lockbox
- Photograph property
- Prepare house and yard for showings
- Prepare and distribute promotional flyers
- Implement marketing strategy
- Host brokers' tour
- Host open houses
- Coordinate with tenants or other occupants for showings
- Coordinate buyers' agent showings
- Follow up on all buyer showings
- Order mandated disclosures
- Perform property inspection
- Prepare legal disclosures
- Review preliminary title report and advise client
- Review termite/pest report and advise client
- Review home inspection and advise client
- Review disclosures and advise client
- Prepare buyer agency disclosure
- Prepare non-foreign seller disclosure

Reviewing and Presenting Offers

- Arrange meeting with buyer's agent(s)
- Review contract terms
- Analyze offer price
- Present offer(s) to client
- Prepare counter-offer(s) as needed
- Notify escrow of pending sale
- Deliver completed sales documents to client and title company

During the Transaction (Escrow)

- Establish key event timeframes
- Report "Pending" status to MLS
- Verify initial deposit
- Verify increased deposit, if any
- Track buyer performance timeframes
- Liason with buyer's agent and title company
- Check building permit status
- Provide and track legal disclosures
- Schedule lender appraisal
- Prepare comparable sales report for appraiser
- Schedule buyer inspections
- Review/Advise regarding buyer inspections
- Coordinate repairs, if any
- Order home warranty insurance
- Track buyer contingencies
- Track performance of buyer's lender to ensure a smooth transaction
- Prepare addenda and extensions as needed
- Arrange seller document sign-off
- Coordinate buyer sign-off with title company
- Plan and manage final walk-through inspection
- Arrange for removal of staging materials
- Coordinate owner/tenant move-out
- Transfer utilities to buyer

At the Closing (Title Transfer)

- Deliver keys to buyer's agent
- Report "Sold" status to MLS
- Remove "For Sale" sign
- Remove electronic key lock box
- Arrange for sale proceeds distribution
- **Wish you well!**