



# Seller's Package



*Service Provided by Your Real Estate Professional*

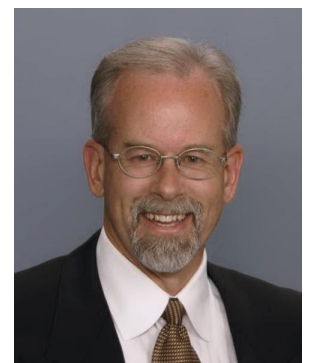
**The McGorman Group, CRS, MRE, GRI**

**[www.McGormanGroup.com](http://www.McGormanGroup.com)**

**DeWitt Real Estate**

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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.

# ***Seller's Package***

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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.

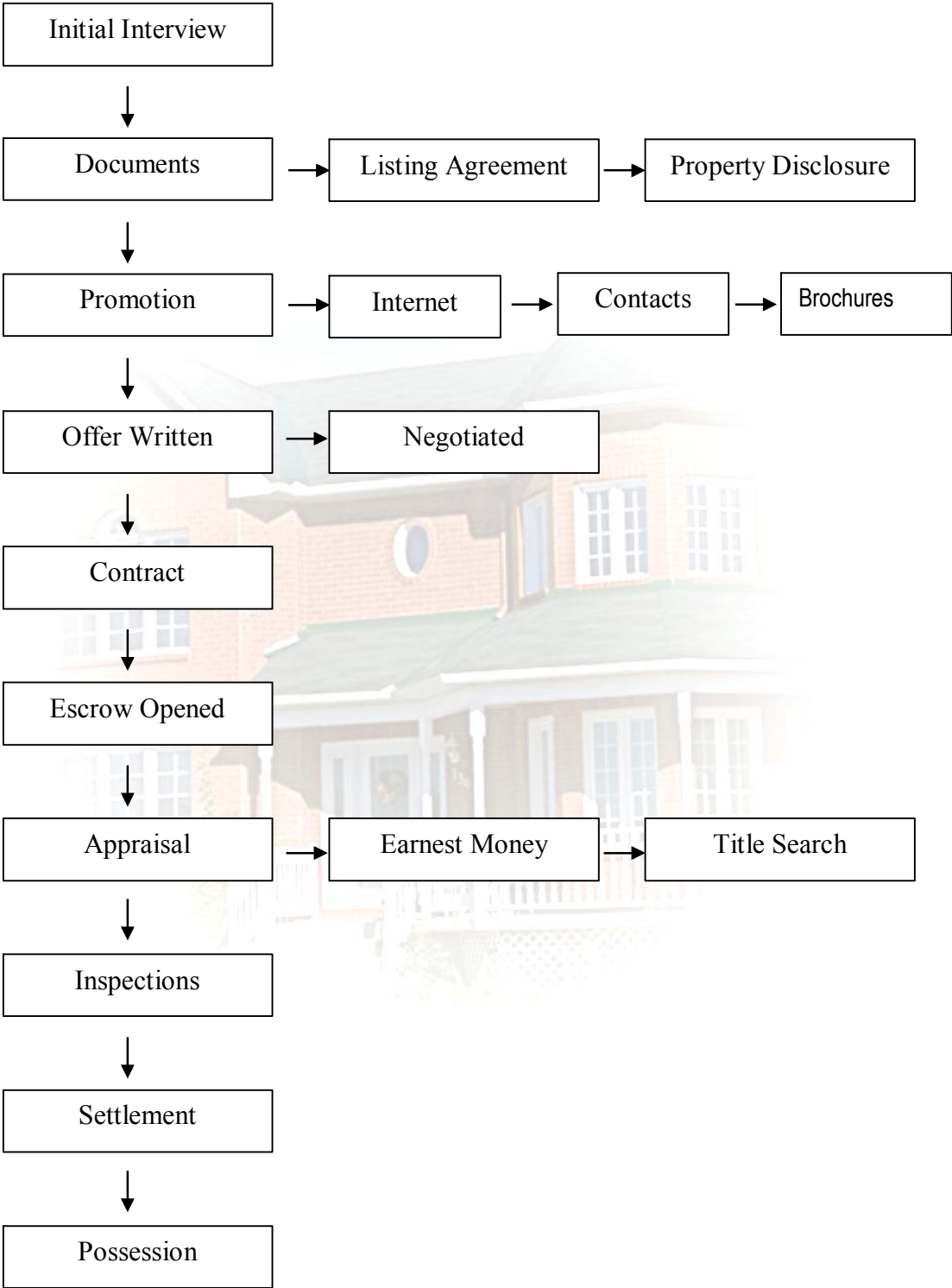
### **With the most favorable terms**

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.***

**Home Selling Process**



## **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. Some of the reports that I can supply you include: buyer qualifications, 80-10-10 mortgage, 75-15-5 mortgage, 15-year vs. 30-year mortgage, Adjustable Rate vs. Fixed Rate mortgages, rent vs. own, and repurchase analysis. 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.

### **Homeowner's Analysis**

This is a report that illustrates the tax advantages and the investment potential of home ownership. It demonstrates how the tax savings from the interest and property tax deductions will reduce the impact of a house payment. The investment results from anticipated appreciation and reduction in the unpaid balance through loan amortization.

### **Special Services**

If you have to vacate the property prior to selling, special services can be arranged to help you with your specific needs such as: collecting the mail, removing advertisements, maintaining the yard, turning off the lights at night, setting the thermostat at a reasonable temperature, paying bills and forwarding statements monthly, and reporting to you monthly.

## **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.

***Homes sell 60% faster and for a higher price than homes without a home warranty ... according to a study by the National Home Warranty Association.***

## **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.

## **Marketing Plan**

- Place a DeWitt Real Estate sign on the property
- Perform a comparative market analysis
- Enroll the property in the Multiple Listing Service
- Promote property on MLS with multiple photos
- Create a virtual tour for the Internet
- Add the Listing onto [www.michaelmcgorman.com](http://www.michaelmcgorman.com) with multiple photos
- Promote property on various Internet listing aggregators
- Conduct a tour for the DeWitt Real Estate agents
- Conduct a Broker's tour for agents with other office to preview the property
- Notify the neighbors that the property is on the market
- Notify the other agents in the area about the property
- Conduct Open Houses for prospects and associates
- Produce color property flyers
- Promote the property to the best agents
- Canvas centers of influence to locate prospects
- Install a key box to facilitate ease of showings
- Monitor listing and sales activities to maintain competitive position in the marketplace
- Offer a one-year home protection plan for purchaser
- Analyze financing alternatives for prospects
- Write and place classified advertising
- Follow-up on showings to obtain prospects' reactions
- Involve the homeowner to maximize marketing position
- Provide homeowner a market preparation tips

### Follow-up

I 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 one 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.



### **Meet Michael...**

Michael McGorman is a real estate professional who loves helping people accomplish their goals. A pastor of fifteen years, Michael knows how important it is to truly listen and also takes his role of advocacy on behalf of his clients with a seriousness rarely found these days. He has been practicing real estate since 1998 and is a member of the Council of Residential Specialists, a graduate of the REALTOR Institute and a former Instructor at a Real Estate College in Denver, Colorado.

When you hire Michael, you get the benefit of his knowledge and judgment. He is eager to share his experience with clients and well as fellow REALTORS. Understanding that people really don't care how much you know, until they know how much you care, Michael brings an empathy and listening ear to each and every transaction. Because it is his goal to have all of his business coming by way of referral and repeat business, Michael pledges to work hard on your behalf and to that end makes a **Service Pledge** to every client guaranteeing them a satisfying experience.

Michael's credentials are as follows;

|         |  |
|---------|--|
| B. A.   | Bachelor of Arts Degree<br>Baptist Bible College           |
| M. Div. | Master of Divinity<br>Temple Baptist Seminary              |
| CRS     | Certified Residential Specialist                           |
| MRE     | Master of Real Estate                                      |
| GRI     | Graduate REALTORS Institute                                |
| ACI     | Instructor at ACI, Real Estate College in Denver, Colorado |

\*Michael is licensed as a Broker in both Colorado as well as Virginia. He has been married for 27 years, is the father of three boys, and resides in Forest, Virginia.