

## **“Dan and Traci’s Amazing 192 Step System to Get Your Home Sold Fast and For Top Dollar”**

1. Research tax records to verify full and complete legal information is available to prospective buyers and buyer’s agents on MLS printout.
2. Research property’s ownership and deed type.
3. Research property’s public record information for lot size & dimensions.
4. Research and verify legal description.
5. Verify legal name(s) of owner(s) in county’s public property records.
6. Research sales activity for past 6-18 months from MLS and public records databases.
7. Research “Average Days on Market” for property of this type, price range, and location.
8. Research competitive properties that are currently on the market.
9. Research competitive properties that have been withdrawn.
10. Research competitive properties that are currently under contract.
11. Research expired properties (properties that did not sell during their time on the market).
12. Research competitive properties that have sold in the past six months.



13. Call agents, if needed, to discuss activity on the comparable properties they have listed in the area.
14. Research the previous sales activity (if any) on your home.
15. Download and review property tax roll information.
16. Prepare “Comparable Market Analysis” (CMA) to establish fair market value.
17. Obtain and verify accurate methods of contacting you.
18. Gather information to help assess your needs.
19. Review current title information.
20. Obtain copy of floor and pool plans, if available
21. Review current appraisal, if available.
22. Identify Home Owner Association manager, if applicable.
23. Verify Home Owner Association fees, if applicable.
24. Verify security system, current term of service and whether owned or leased.
25. Verify if you have a transferable Termite Bond.
26. Ascertain need for lead-based paint disclosure.
27. Verify if property has rental units involved; if so, make copies of all leases, verify all rent and deposits, inform tenants of listing and discuss how showings will be handled.
28. Compile list of repairs and maintenance items.
29. Prepare showing instructions for buyers’ agents and agree on showing time window with you.
30. Assess your timing.
31. Assess your motivation.
32. Assess your immediate concerns.
33. Ask you questions about the property and yourselves to learn how to better serve and provide helpful information if needed.
34. Discuss your purchase plans and determine how **Dan and Traci & Consultants** and **Keller Williams Realty** can assist you in your

- next purchase (local, new home construction, investment, or relocation) or if we can research and find a qualified agent to assist you in your new location.
35. Determine how quickly you need to move.
  36. Obtain information that will help **Dan and Traci & Consultants** to prepare the listing, advertising and marketing materials. Questions will include: What type of improvements have you done to your house in the past five years? What other features of your home make it attractive to buyers? (Type of cabinets, flooring, decks, pool, fireplaces, etc.) What do you think the home is worth? How much do you owe on the property?
  37. Prepare you by asking you to gather home information: to have copy of deed, current tax bill, copy of a survey, copy of your title policy available (this could potential save you money if you purchased less than three years ago).
  38. Obtain one set of keys which will be inserted in the lockbox.
  39. Perform Interior Décor Assessment.
  40. Review results of Interior Décor Assessment and suggest changes to shorten time on market.
  41. Perform exterior “Curb Appeal Assessment” of subject property.
  42. Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability.
  43. Give you an overview of current market conditions and projections.
  44. Provide Home Audit to discuss constructive changes to your home to make it more appealing, to show exceptionally well and help it to yield the greatest possible price to an interested buyer.
  45. Provide you with home showing guidelines to help have the home prepared for appointments. (i.e. lighting, soft music, etc.).
  46. Review and explain all clauses in Listing Agreement (and addendums, if applicable).

47. Enter your name, address, phone number, and email address in order to keep you informed of market changes, mortgage rate fluctuations, sales trends or anything that may affect the value and marketability of your property.
48. Compile and assemble formal file on property
49. Present Comparable Market Analysis (CMA) Results to you, including comparables, solds, current listings and expired listings.
50. Offer pricing strategy based on professional judgment and interpretation of current market conditions.
51. Assist you in strategically pricing home to enable it to show up on more MLS Searches.
52. Discuss goals with you to market effectively.
53. Discuss and present strategic master marketing plan.
54. Explore method of pricing your property below comparable value to bring the most buyers to your property quickly.
55. Present and discuss the **Dan and Traci & Consultants** Program to market your home the most effectively and bring the most buyers to you in the shortest amount of time
56. Explore the option of marketing your home with an incentive of buying down points on the buyers' loan; potential results are: you retain a higher agreed upon price (which results in more proceeds to you) and the buyer saves on monthly payments and a tax credit.
57. Prepare an equity analysis to show you expenses, closing costs and net proceeds.
58. Explain the use of the Seller's Property Disclosure Statement you will complete, and that will be presented to the buyer of your home. This will help you avoid devastating setbacks and preserve your legal rights.
59. Take full photographs of the inside and outside of your home for marketing.

60. Set up home Warranty, if you choose, to protect your home during listing period and for 12 months after the sale to reassure buyer of the quality of your home.
61. Install hi-tech lockbox to allow buyers and their agents to view your home conveniently but does not compromise your family's security.
62. Write remarks within the MLS system specifying how you want the property to be shown.
63. Prepare showing instructions for buyers' agents and agree on showing time window with you.
64. Prepare detailed list of property amenities to have readily available at your home, to include in Marketing Booklet, and assess market impact.
65. Prepare MLS property Profile Sheet.
66. Proofread MLS database listing for accuracy – including proper placement in mapping function.
67. Enter property data from Profile Sheet into MLS Listing Database.
68. Electronically submit your home listing information to The Multiple Listing Service for exposure to all active real estate agents in the area.
69. Immediately submit digital photos of the interior and exterior of your home to the MLS at the same time listing is input allowing buyers and agents to view pictures when narrowing down homes they will actually tour.
70. Add property to **Dan and Traci & Consultants** Active Listings list..
71. Provide you with signed copies of Listing Agreement and MLS Profile Data Sheet
72. Explain marketing benefits of Home Owner Warranty with you.
73. Assist you with completion of Home Owner Warranty application.
74. Submit Home Warranty application for conveyance at time of sale.



75. Provide you with a Personal Customized Services sheet to explain specific marketing available for your property.
76. Provide you with a personalized Advertising Questionnaire for your input in verbiage for advertisement.
77. Review **Dan and Traci & Consultants** Full Service Marketing System and the benefits provided, resulting in the rapid sale of your property.
78. Offer Realtor® tour, if applicable, to provide you with professional feedback and additional ways to best promote your home.
79. Offer a Broker's Open, if applicable, to promote your property to local Realtors® and their customers, to maximize showings.
80. Prepare mailing and contact lists.
81. Advise Network Referral Program of listing.
82. Provide marketing data to buyers coming from referral network.
83. Prepare copies of Seller's Disclosures and Home Owner's Disclosures to be placed in your home to be available for buyers; these are to be included in a contract.
84. Respond within 15 minutes of immediate page over the internet through our exclusive Lead Router program, which is a highly effective way to communicate with buyers who are interested in your property. Over 91% of all inquiries come from the Internet.
85. Convey all price changes promptly to Internet real estate sites.
86. Capture feedback from Realtors® after all showings.
87. Place regular weekly update calls or emails to you to discuss all showings, marketing, and pricing.
88. Research weekly current laws, interest rates, and insurance conditions as it relates to the housing industry, and specifically how it impacts the sale of your property. Notify you of any conditions promptly.
89. Notify you immediately of any offers, potential offers, or needs.



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90. Discuss feedback from showing agents with you to determine if changes will accelerate the sale.
91. Search the MLS System for Realtors most likely working with interested and capable buyers matching your home, then fax or email copies of your home listing information for them to review immediately.
92. List your property on our fully Search Engine Optimized website [www.GreetingsVirginia.com](http://www.GreetingsVirginia.com), [www.GreetingsMaryland.com](http://www.GreetingsMaryland.com), and [www.GreetingsDC.com](http://www.GreetingsDC.com)
93. Maximize showing potential through professional signage. [GreetingsVirginia](http://GreetingsVirginia.com), [GreetingsMaryland](http://GreetingsMaryland.com), and [GreetingsDC](http://GreetingsDC.com) has a recognizable logo and trademark in real estate.
94. Install [Dan and Traci & Consultants](http://DanandTraci.com) sign in front yard when allowed by Home Owners Association.
95. Market your home on the following internet sites: KW.com, Realtor.com, Trulia.com, Google Base, Yahoo Real Estate, Zillow, AOL, Frontdoor, Vast real estate, Homefinder, Cyberhomes, and more...
96. [Dan and Traci & Consultants](http://DanandTraci.com) are the exclusive Realtors® for [www.GreetingsVirginia.com](http://www.GreetingsVirginia.com), [www.GreetingsMaryland.com](http://www.GreetingsMaryland.com), and [www.GreetingsDC.com](http://www.GreetingsDC.com) for all of VA, DC, and MD. This produces additional potential customers for you.
97. Submit a crisp, clean digital montage of photos complete with personally written remarks detailing your home and upload on all websites.
98. If Open House is to be held, communicate to all of the agents of our **Keller Williams Realty** brokerage where Dan is the Operating Principal.



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99. Target market to determine who the most likely buyer willing to pay the highest price will be.
100. Discuss marketing ideas with “Mastermind” group of top Realtors from across country.
101. Use other marketing techniques; such as offering free reports to multiply chances of buyers calling in, discussing, pre-qualifying for and touring your home.
102. Help you to prepare the Homeowner’s Information Sheet which includes information on utilities and services the buyer will need to know when transferring after closing.
103. Prepare a financing sheet with several financing plans to educate buyers on methods to purchase your home.
104. Advertise home to our VIP Buyers as well as all qualified buyers in my database.
105. Showcase home to all 150 agents in our **Keller Williams Realty** office.
106. Update local agents on any changes of the listing so that they may convey enticing information to their buyers.
107. Email our other **Keller Williams Realty** agents at the other local **Keller Williams Realty** offices.
108. Promote your home through local lenders.
109. Promote your home to our data base of potential buyers who are relocating to our area.
110. Promote your home to top Realtors in other areas.
111. Log in all home showings to keep record of marketing activity and potential purchasers.
112. Communicate on a weekly basis or as you desire the marketing activity in the manner that best works for you.
113. Follow up with all the agents who have shown your home to answer questions they may have.



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114. Communicate to your neighbors that your home is available for sale. Often neighbors know of friends or family members who are thinking of moving into the neighborhood.
115. Prepare a weekly market analysis update of any activity in your neighborhood (i.e.: new homes on the market, homes that have sold etc) to keep you informed about key market conditions within your area.
116. Pre-qualify all buyers whom our agents will bring to your home before showings to avoid wasting your time with unqualified showings and buyers.
117. Discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing on the sale.
118. Provide Open Houses with a licensed Realtor® at your request.
119. Handle paperwork if price adjustment needed.
120. Take all calls to screen for qualified buyers and protect you from curiosity seekers.
121. Receive and review all Offers to Purchase contracts submitted by buyers or buyers' Agents to determine best negotiation position.
122. Contact buyers' agents to review buyer's qualifications and discuss offer.
123. Evaluate offer(s) and prepare a "net sheet" on each for you for comparison purposes, if requested.
124. Counsel you on offers. Explain merits and weakness of each component of each offer.
125. Fax or deliver Seller's Disclosure form to buyer's agent or buyer (upon request and prior to offer being made if possible).
126. Confirm buyer is pre-qualified by calling Loan Officer.
127. Obtain pre-qualification letter on buyer from Loan Officer.
128. Negotiate highest price and best terms for you and your situation.



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129. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent.
130. Deliver copies of contract and all addendums to closing title company
131. When an Offer to Purchase Contract is accepted and signed by you, deliver signed offer to buyer's agent.
132. Record and promptly deposit buyer's earnest money in escrow account.
133. Deliver copies of fully signed Offer to Purchase contract to you.
134. Deliver copies of Offer to Purchase contract to Selling Agent.
135. Deliver copies of Offer to Purchase contract to lender.
136. Provide copies of signed Offer to Purchase contract for office file.
137. Provide copies of signed Offer to Purchase contract to Title Agency.
138. Advise you in handling any additional offers to purchase that may be submitted between contract and closing.
139. Change status in MLS to "Under Contract".
140. Review buyer's credit report results—Advise seller of worst and best case scenarios.
141. Assist buyer with obtaining financing, if applicable and follow-up as necessary.
142. Coordinate with lender on Discount Points being locked in with dates.
143. Deliver unrecorded property information to buyer.
144. Order septic system inspection, if applicable.
145. Receive and review septic system report and assess any possible impact on sale.
146. Deliver copy of septic system inspection report lender & buyer.
147. Coordinate termite inspection ordered.
148. Coordinate mold inspection ordered, if required.



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149. Coordinate home inspection ordered and handle contingencies, if any.
150. Confirm Verifications Of Deposit & Buyer's Employment Have Been Returned.
151. Follow Loan Processing Through To The Underwriter.
152. Contact lender weekly to ensure processing is on track.
153. Relay final approval of buyer's loan application to you.
154. Coordinate buyer's professional home inspection with you.
155. Review home inspector's report.
156. Assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs.
157. Coordinate Appraisal.
158. Provide comparable sales used in market pricing to Appraiser.
159. Follow-Up On Appraisal.
160. Assist seller in questioning appraisal report if it seems too low
161. Coordinate closing process with buyer's agent and lender .
162. Update closing forms & files.
163. Ensure all parties have all forms and information needed to close the sale.
164. Confirm closing date and time and notify all parties.
165. Assist in solving any title problems (boundary disputes, easements, etc).
166. Work with buyer's agent in scheduling and conducting buyer's Final Walk-Thru prior to closing.
167. Research all tax, HOA, utility and other applicable pro-rations.
168. Request final closing figures from closing agent.
169. Receive & carefully review closing figures on HUD statement to ensure accuracy of preparation.
170. Review final figures on HUD statement with you before closing.
171. Mail a copy of the HUD statement to you in January for your tax purposes.



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172. Forward verified closing figures to buyer's agent.
173. Request copy of closing documents from closing agent.
174. Confirm buyer and buyer's agent have received title insurance commitment.
175. Provide "Home Owners Warranty" for availability at closing
176. Review all closing documents carefully for errors.
177. Forward closing documents to absentee seller as requested.
178. Review documents with closing agent.
179. Provide earnest money deposit check from escrow account to closing agent.
180. Coordinate financing, final inspections, closing and possession activities on your behalf to help ensure a smooth closing.
181. Assist in scheduling the closing date for you and all parties.
182. Set up final walk-through of your home for buyers and their agent.
183. Coordinate closing with your next purchase and resolve any timing problems.
184. Arrange possession and transfer of home (keys, warranties, garage door openers, community pool keys, mail box keys, educate new owners of garbage days/recycling, mail procedures etc.).
185. Have a "no surprises" closing and present seller a net proceeds check at closing
186. Change MLS listing status to Sold. Enter sale date and price, selling broker and agent's ID numbers, etc.
187. Answer questions about filing claims with Home Owner Warranty company if requested.
188. Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied.
189. Respond to any follow-on calls and provide any additional information required from office files.
190. Help you relocate locally, or out of area with highly experienced **Keller Williams Realty** agents across the country - you are sure to



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have the highest quality agent to help you on both sides of your move to make it worry and stress free.

191. **Keller Williams Realty** is the fastest growing residential brokerage in North America. This benefits you because we team with the best, cutting edge agents available.
192. **Dan and Traci & Consultants** are devoted, full time REALTORS® - not a part time real estate agent. We eat, sleep, and breathe real estate. Your benefits include our expertise, and a wide range of market areas to promote your home.

**Is there any question why **Dan and Traci & Consultants** often sell more than 3 homes each week? Compare this to the local agency averages and you can see why this “192 Step System” is so effective.**



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