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HELPING YOU

OPEN

THE DOOR

TO THE BEST IN

Southwest

Florida

REAL ESTATE

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

Now that we’ve listed the property, our stellar sales process and customer service

activities begin immediately. Here’s what to expect next:



Our Executive Associate, \_\_\_\_\_\_\_\_\_\_\_\_, will be in touch with you tomorrow to

introduce herself and give you another point of contact on our team. \_\_\_\_\_\_\_\_\_ is an

experienced and talented administrative manager. She will always know how to

reach me, and we work as a seamless team.



We may provide you with a standard list of things you can do to make your home

ready for top notch showings.



Our professional photographer will be scheduled to take photos and sketch the

interactive floorplan. \_\_\_\_\_\_\_\_\_\_ will discuss this with you and photography will

only be done on a sunny, clear day.



A copy of the listing narrative description may be provided to you for your review

and input. Keep in mind listing blanks are character and substance restrictive in the

MLS.



Our customer service standard is as follows: Contact us immediately with any

problem or issue by phone. We commit to addressing that issue and resolving it

within 24 business hours of your call.



Market Pricing – Together with your input, we’ve determined the price we believe

the market is indicating will cause the home to sell within the timeframe disclosed on

the pricing strategy provided. Real Estate is not an exact science, it’s a practice.

Therefore, we follow the local rules of real estate when adjusting or improving the

list price. The list price is the number 1 marketing tool we have, and often does not

affect actual sale price or net price. Here are the standard rules:

6

or more showings within six weeks on the market with no offers = min. 10% adjust

<6

showings within six weeks on the market with no offers = min. 20% adjust



As active agents, committed to communication, we will contact you weekly, within a

timeframe we mutually agree upon to discuss what we’ve done that week to get the

property sold, as well as any relevant changes in the market. We will inform you at

that time of any showings, second showings or important feedback from buyers.

We’ll also tell you what we plan to do the following week to get the property sold.