

HOW WE INVEST IN YOUR HOME TO PREPARE IT FOR SALE:

My commitment to you is to work Honestly, Professionally, Skillfully and Attentively to your needs & goals during the entire Sales Process of your home. Our "MAX Your Net Marketing" plan will ensure the Highest possible Bottom Line for your home. We follow the formula that works: To Increase Demand by Attracting the Most Buyers, that in turn will Secure the Highest Price the market will bear. Everything is done purposeful, and nothing is left to chance. We apply a rigorous screening process to help you identify and select the best Qualified Buyer that offers the best Net, Timeline, & Terms. We don't limit the market to serve our interest. Our Loyalty is exclusively to you, as the Seller, in the sale of your home. Every Action is IN YOUR BEST INTEREST AND TO MEET YOUR GOAL. We Don't Just SAY We are Full-Service realtors, We Do It! We Prove it!

Save the Marketing List below so you can check it off as we complete each task. Everything on the List is included with my services.

1. Add to "Sneak Preview" to start generating buyer anticipation and interest
2. Deliver Boxes to help you start the preparation
3. We pay 1 month of a small 5'x 10' storage unit nearby. For Brentwood BP neighbors, we use Simply Self Storage on Valley View.
4. We will provide a list with Info on Storage, Pod, & Movers.
5. Professional Stager Consultation (will provide ideas of how to prepare the home to capture a wide pool of interested buyers)
6. We help you Prepare according to Staging suggestions (staging varies if a home is occupied or vacant).
7. List of suggestions for touch-ups, i.e. patching, grout, ...(Provide list of trusted service people & handymen, if you don't have one)
8. Install Smoke Detector(s) & Carbon Monoxide Detector(s), if needed and to code.
9. Schedule a Termite Inspection with a company of your choice. This avoids surprises.
10. Schedule a Pre-Sale Home Inspection (Optional) – A report provided to buyers ensures transparency and reduces surprises in escrow.
11. Professional Home Cleaning to prepare for Photos
12. Gardener will do light touch up and preparation (Only if applicable – Restrictions apply with HOA)
13. An Outstanding Professional Photographer will capture photographs that highlight your home
14. A Professional 3 D re-creation of your home will draw & keep buyer's interest and attention on-line
15. A Professional Video production that will bring your home to life
16. Drone Photography if an asset to the marketing (only where allowed by FAA)
17. 2 D Floor Plans of your home
18. Prepare a personal Unique Website for your Home
19. Graphic Designer will create Professional Print Marketing pieces
20. Additional Artist or digital Renderings to depict potential alterations to enhance home
21. Produce Rider for sign with Personal Website (Where Applicable)
22. Make a QR Code for the For Sale Sign & other Marketing
23. Large Information Media Board (interior of home) – school ratings, community features, walkability score, commuter info, parks, etc.
24. Label & provide interior signage for all amenities & points of interest in the home (Optional)
25. Place Shoe Covers and hand sanitizer for visitors who enter
26. Invest in the Media Proposal to Advertise in Newspapers & other Print & Digital Marketing. Such as the OC Register, LA Times and more
27. Inform the community with a "Coming Soon" & "New on the Market" Postcards. Neighbors entice friends or relatives to move in their neighborhood.
28. Respond to Sneak Preview Interest, invite interested Sneak Preview buyers & their agents to a showing
29. Prepare a List of All Upgrades: to Post online, Pass out to Buyers, and for the Appraiser (to capture a strong appraisal value)
30. Review Market & Pricing Strategies with you so you can choose your List Price
31. Provide Market Trend Statistical Reports, Trend Graphics, Stephen Thomas, MBS Highway for analytics to guide in pricing
32. Before releasing your listing we will review updated stats and physically see new listings to help you decide on price.
33. "Firstteam Buyer Pipeline" Email Blast. This will notify agents who have clients looking for a home with your criteria
34. We spend hours, with meticulous detail, to bring your listing to life on the MLS. We use an MLS input form, Add labels to photos. Include School Ratings, Park & Community information, Commuter info, Distance to points of interest, and anything and everything that is a selling point.
35. Write legally sound language/ information on the MLS. We use tested legal language that protects you before, during and after
36. We share a List of the best financing options for buyers. We create solutions for any buyer who wishes to buy your home by knowing variety of financing.
37. We use Quality Control before Launching your home on the MLS. We know what we write matters and we make a Great Impression of your home!
38. Listing syndicated throughout the world to 2,000+ syndications. (Standard syndication is only 90 websites.)
39. Add to Firstteam and proprietary websites: Remax, C21, Coldwell Banker, Keller Williams, and more. Our marketing hits all Realtor channels & websites.
40. Make a Stunning Presence on Social Media
41. Use Real Scout, a refined search platform for buyers. Your listing will notify & connect with more buyers that are looking for a home with your criteria.
42. "First Look" will notify directly all Firstteam Realtors about your new listing
43. Firstteam Broker Open House
44. We Boost & invest dollars, for each Social Media Post: Open House, New Listing, and property marketing. It isn't enough for it to be on Facebook.
45. Local area Open House– Invites all local Realtors to visit your home
46. Open House Invitations for Grand Opening Day
47. High Tech Virtual Open House or Traditional (Your choice)
48. Set-up for Call & Text Capture Technology to ensure all interested buyers get a rapid response.
49. Weekly Listing Activity Report – Details On-Line Traffic, Views, and Advertising venues. We Prove to you that the Marketing is working!
50. I will be present at all showings to gauge the buyer's motivation, inform them of all the great features of the home/neighborhood and build rapport
51. Track All Visits, gather visitor Input Forms, and reach out after showings to evaluate interest and to make sure we are on Target with Price
52. Personally communicate with each buyer's Realtor for fact finding
53. Personally communicate with the buyer's lender for fact finding. Such as the quality of their approval, how many offers written, if Cancelled Escrow(s)
54. Verify buyer's loan qualifications with an independent lender to confirm their financial ability to purchase your home at the offer price & terms
55. Use an easy side by side comparison with offers so you can choose the best quality buyer & terms (If multiple offers)
56. Request on MLS for Realtors to contact me prior to submitting an offer. I would like to increase the chance of the buyer writing their best offer.
57. Negotiate for the best price and terms the market can bear.

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MARCY KRIEGE

Realtor® DRE#01297087 | MBA

Direct: 949.556.1172

Office: 562.884.0476

Marcy@TeamKrieger.com

HomesWithGreatSchools.com

"A Commitment to Your Goal"

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INTERNATIONAL REAL ESTATE
12501 Seal Beach Blvd Ste 100
Seal Beach, CA 90740