



# VIP Seller Program

**151 STEP SYSTEM**

How to get your home  
sold **fast** and for  
**top** dollar!



# VIP Seller Program

Experience the “Wow” factor with the Heuser Team 151-Step System to get your home sold fast and for ***Top Dollar!***

## **Steps 1–15:**

Behind the scenes look at what we do to prepare for your marketing consultation.

## **Steps 16–38:**

What to expect during listing consultation.

## **Steps 39–46:**

Getting ready to go on the market.

## **Steps 47–100:**

Ready, set go! You are live and on the market.

## **Steps 101–151:**

Ready, set go! You are live and on the market.



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## What we do to prepare for your Marketing Consultation

1. Research tax records to verify full and complete legal information including: owner's full name, recorded square footage, annual tax bills, and other property information.
2. Research and verify legal description.
3. Verify legal name(s) and owner(s) in county public property records.
4. Research ownership, sales, and mortgage history of the property.
5. Research the school districts, shopping, transportation, and employment options of the area.
6. Obtain detailed information about the property to assist in analyzing property.
7. Research homes currently on the market that buyers will be looking at in addition to your home.
8. Research homes that have recently gone under contract for sale in your area.
9. Research homes similar to your home that have recently sold.
10. Analyze the number of months inventory in your area and your neighborhood.
11. Analyze the price and condition of the homes that were successful in selling.
12. Analyze why other homes continue to stay on the market day after day.
13. Analyze homes that expired (did not sell) and why they were not successful.
14. Consider price per square foot of your competition and internet value estimates.
15. Call agents, if needed, to discuss activity on the comparable properties they have listed or recently sold in the area.



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16. Perform detailed needs analysis to include reasons for your move, how quickly you need to move, and address any immediate concerns.
17. Obtain information that will help us prepare listing, advertising, and marketing materials. Questions will include: What type of improvements have you done to your home in the past five years? What other features of your home make it attractive to buyers? What do you think the home is worth?
18. Give you an educated overview of current market conditions including national, your county and your neighborhood.
19. Discuss how buyers are finding homes, how many homes they typically look at before buying, and features that are most (and least) appealing to buyers. We will explain how this pertains to our marketing plan to get your home sold.
20. Discuss your competition and how you compare.
21. Review recently pending or sold comparable properties.
22. Discuss the concept of bracketing in order to ring the most amount of buyers to you in the shortest amount of time.
23. Work cooperatively to determine a pricing strategy based on professional judgment and interpretation of current market conditions.
24. Prepare detailed estimated net proceeds analysis to determine approximately what you will receive or owe when the property closes. Included in this analysis will be costs associated with the sale included closing cost, prorated taxes, HOA credits, and commissions.
25. Work cooperatively with you to strategically price your home so that it "shows up" on more internet searches.
26. Confirm lot size and dimensions from your copy of the property survey, if available.
27. Obtain copies of floor plans, if available and make available to agents via the multiple listing system.



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28. Review current appraisal, if available.
29. Identify homeowner association, contact information and dues.
30. Ascertain need for a lead based paint disclosure.
31. If property is rented, obtain copies of all leases, verify rents, deposits, and inform tenants of listing and how showings will be handled.
32. Prepare showing instructions for buyer's agents and agree on showing time windows that are acceptable to you.
33. Complete a detailed checklist of the features and benefits of your home to be used for internet data entry and marketing.
34. Obtain and verify accurate methods of contacting you.
35. Obtain two sets of keys.
36. Review and explain all clauses of the Listing Agreement and Addenda.
37. Explain the use of the Seller's Property Disclosure Statement you will be completing and how it will help you avoid devastating setbacks and preserve your legal rights.
38. Discuss your purchase plans and determine how our team of professionals 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.



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## Prior to Going “Live” on the Market

39. Place an attractive Just Listed sign in yard to build excitement for the release of your listing while you prepare it for market.
40. Conduct a professional home staging consultation (if needed) to discuss constructive changes to your home to make it more appealing, to show exceptionally well and help it yield the greatest possible price to an interested buyer.
41. Provide you with home showing guidelines to help have the home prepared for appointments (i.e. lighting, soft music, etc.).
42. Provide you with recommendations for vendors and contractors as needed (i.e. painters, flooring, home organizers, home stagers, etc.).
43. Coordinate with our professional on staff photographer to take high definition, full color professional photographs of the exterior and interior of your home to be used on the internet, flyers and other advertising.
44. Create a stand alone property website including Virtual Tour and YouTube video.
45. Order a home warranty, if you choose, to protect your home during the listing and escrow period and for twelve months after the sale. This helps reassure the buyer of the quality of your home.
46. Install a Supra Lockbox that is electronically monitored and will allow buyers and their agent to view your home conveniently but does not compromise your family's security, including installing a contractor lock box.



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## Ready, Set, Go! Your Home is “On The Market”

47. Enter property data from Data Input Sheet into MLS.
48. Write remarks in the MLS system specifying how you want your property to be shown.
49. Reverse prospecting on MLS.
50. Prepare detailed list of property amenities to have readily available at your home, to include in Marketing Brochure, and assess market impact.
51. Proofread MLS database listing for accuracy – including proper placement in mapping function.
52. Provide you a copy of the MLS listing so you, too, can proof and request changes.
53. Electronically submit your home listing information to the Multiple Listing Service for exposure to all active real estate agents in the area.
54. 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.
55. Add property to our team's Active Listings board.
56. Provide you with signed copies of Listing Agreement.
57. Submit Home Warranty application for conveyance at time of sale.
58. Send emails to all registered buyers on our website looking to buy a home in your area with a flyer and open house information.
59. Provide information for all the agents on our team to share your home on individual social networking websites.
60. Present your home at the weekly sales meeting.
61. Register home in our Everyday Open House database so that we can properly field incoming calls from buyers.



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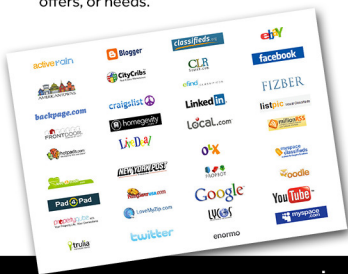
62. Submit listing to the Listings-to-Leads ("L2L") network for maximum exposure on Craigslist, YouTube, real estate blogs and social media sites.
63. Prepare Full Color Marketing Brochure for inside your home.
64. Prepare copies of Seller's Disclosures and Home Owner's Disclosures to be placed in MLS to be available for buyers; these are to be included in a contract.
65. Create a custom "Home Marketing Book" to be placed in your home for buyers & buyer's agents to reference home features, area map, plat/lot map, floor plan (if available), tax information, and other possible buyer benefits. Provide 5 for your property, and replace as needed. This makes your home stand apart in the buyers' minds long after they have left your property.
66. Deliver "Home Marketing Book" to your property and display in prominent location for buyers' easy access.





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67. Convey all price changes promptly to Internet real estate sites.
68. Capture feedback from Realtors after all showings.
69. Place Voicepad sign in your yard so that buyers can call for property information. When they place this call I am sent a text message with the prospects phone number. I will promptly follow up on all these calls and see if I can get the buyer into your home.
70. Place regular weekly update calls and emails to you to discuss all showings, marketing, and pricing.
71. 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.
72. Notify you immediately of any offers, potential offers, or needs.
73. Discuss feedback from showing agents with you to determine if changes will accelerate the sale.
74. 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.
75. Maximize showing potential through professional signage.
76. Market your home on over 100 internet sites including Zillow, Trulia, Realtor and MLS.
77. Download your virtual tour to our [www.youtube.com](http://www.youtube.com) web site.
78. Blog on the features of your home and include a link to the YouTube video.
79. Market your home on all the major social networking sites including Facebook, LinkedIn, Twitter, Pinterest, and Google+.
80. Resubmit your home on Craigslist every other day.
81. Schedule 30 day market reviews once on market to review showing feedback and pricing opinions from buyers.
82. Utilize marketing experience so that our Craigslist posting stands out above the competition.



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83. Create a stand alone property site and unique URL that buyers can be directed to if they inquire about your home.
84. Submit a crisp, clean digital montage of photos complete with personally written remarks detailing your home and upload on all websites.
85. Discuss marketing ideas with "Mastermind" group of top Realtors.
86. Provide copies of advertisements and marketing material for you.
87. Use other marketing techniques; such as offering free reports to multiply chances of buyers calling in, discussing, pre-qualifying for and touring your home.
88. 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.
89. Prepare a financing sheet with several financing plans to educate buyers on methods to purchase your home.
90. Promote the benefits of your property to all agents in my office, and update them on any changes so they may convey enticing information to their buyers.
91. Provide agents with information on home prior to showing to maximize showing potential.
92. Log all home showings to keep record of marketing activity and potential purchasers.
93. Follow up with all the agents who have shown your home with a personal phone call to answer questions they may have or send a home feedback survey to the agent three times in a nine day period.
94. Create 2 unique custom Craigslist ads using leading syndication tool L2L and Boomtown.
95. Prepare a monthly 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. Create a "Market Snapshot" report that will be sent to you periodically (you can determine the schedule) that graphically illustrates what is currently happening with homes available, pending, or sold. This report is generated using your property's address as the point of reference.



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96. Pre-qualify all buyers whom our agents will bring to your home before showings to avoid wasting your time with unqualified showings and buyers.
97. Discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing on the sale.
98. Handle paperwork if price adjustment is needed.
99. Change price in all marketing and internet sites.
100. Take all calls to screen for qualified buyers and protect you from curiosity seekers.



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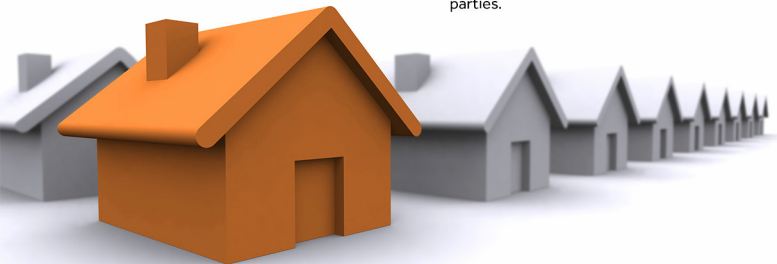
## Negotiation, Due Diligence and Closing

101. Receive and review all Offers to Purchase contracts submitted by buyers or buyers' Agents to determine best negotiation position.
102. Contact buyers' agents to review buyer's qualifications and discuss offer.
103. Evaluate offer(s) and prepare a "net sheet" on each for you for comparison purposes.
104. Counsel you on offers. Explain merits and weakness of each component of each offer.
105. Email or deliver Seller's Disclosure form to buyer's agent or buyer (upon request and prior to offer being made if possible).
106. Obtain pre-qualification letter on buyer from Loan Officer.
107. Confirm buyer is pre-qualified by reviewing prequalification letter and calling Loan Officer, if possible.
108. Negotiate highest price and best terms for you and your situation.
109. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent.
110. When an Offer to Purchase Contract is accepted and signed by you, deliver signed offer to buyer's agent.
111. Email or hand deliver copies of contract and all addendums to closing title company.
112. Verify earnest money is promptly submitted to the escrow agent.
113. Deliver copies of fully signed Offer to Purchase contract to you.
114. Email/deliver copies of Offer to Purchase contract to Selling Agent.
115. Email/deliver copies of Offer to Purchase contract to lender.



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116. Provide copies of signed Offer to Purchase contract for office file and save electronically.
117. Provide copies of signed Offer to Title agency.
118. Advise you in handling any additional offers to purchase that may be submitted between contract and closing.
119. Change status in MLS to "Under Contract".
120. Assist buyer with obtaining financing, if applicable and follow-up as necessary.
121. Coordinate home inspection and handle contingencies, if any.
122. Contact lender weekly to ensure processing is on track.
123. Relay final approval of buyer's loan application to you.
124. Review home inspector's report.
125. Assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs.
126. Schedule Appraisal.
127. Provide comparable sales used in market pricing to Appraiser.
128. Follow-Up On Appraisal.
129. Coordinate closing process with buyer's agent and lender.
130. Update closing forms and files.
131. Ensure all parties have all forms and information needed to close the sale.
132. Confirm closing date and time and notify all parties.



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133. Assist in solving any title problems (boundary disputes, easements, etc).
134. Work with buyer's agent in scheduling and conducting buyer's Final Walk-Thru prior to closing.
135. Research all tax, HOA, utility and other applicable pro-rations.
136. Request final closing figures from closing agent.
137. Receive and carefully review closing figures on HUD statement to ensure accuracy of preparation.
138. Forward verified closing figures to buyer's agent.
139. Request copy of closing documents from closing agent.
140. Provide "Home Owners Warranty" for availability at closing.
141. Review all closing documents carefully for errors.
142. Coordinate closing with your next purchase and resolve any timing problems.
143. Attend your closing.
144. 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.).
145. Have a "no surprises" closing and present seller a net proceeds check at closing.
146. Tie up any loose ends from buyer walk through at closing, if necessary.
147. Change MLS listing status to Sold. Enter sale date and price, selling broker and agent's ID numbers, etc.



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148. Answer questions about filing claims with Home Owner Warranty company if requested.
149. Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied.
150. Respond to any follow-up calls and provide any additional information required from office files.
151. Help you relocate locally, or out of area with highly experienced agents across the globe – you are sure to have the highest quality agent to help you on both sides of your move to make it worry and stress free.





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