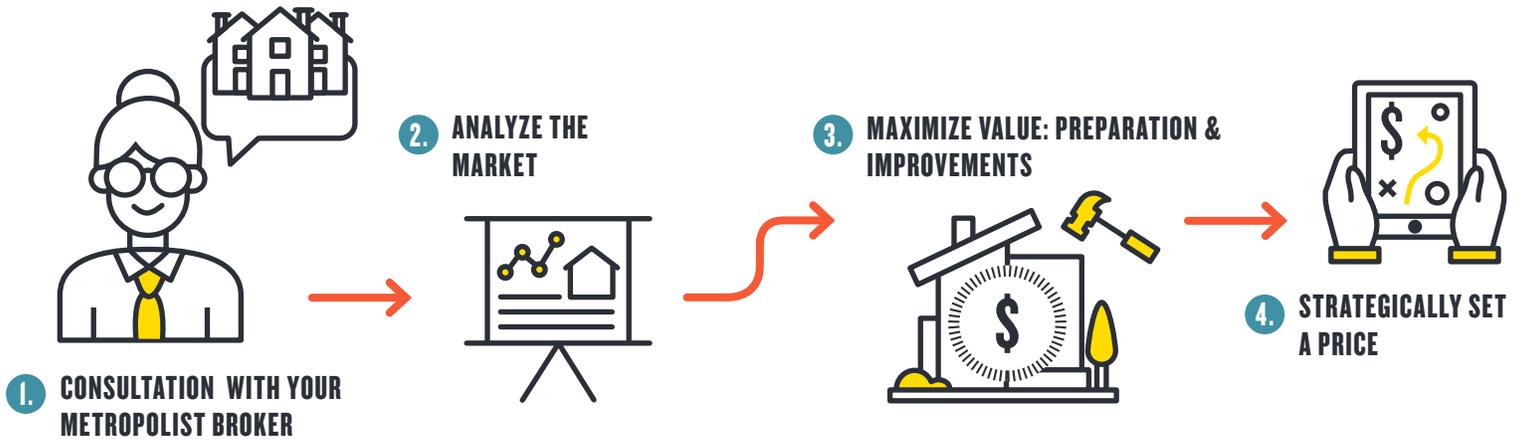
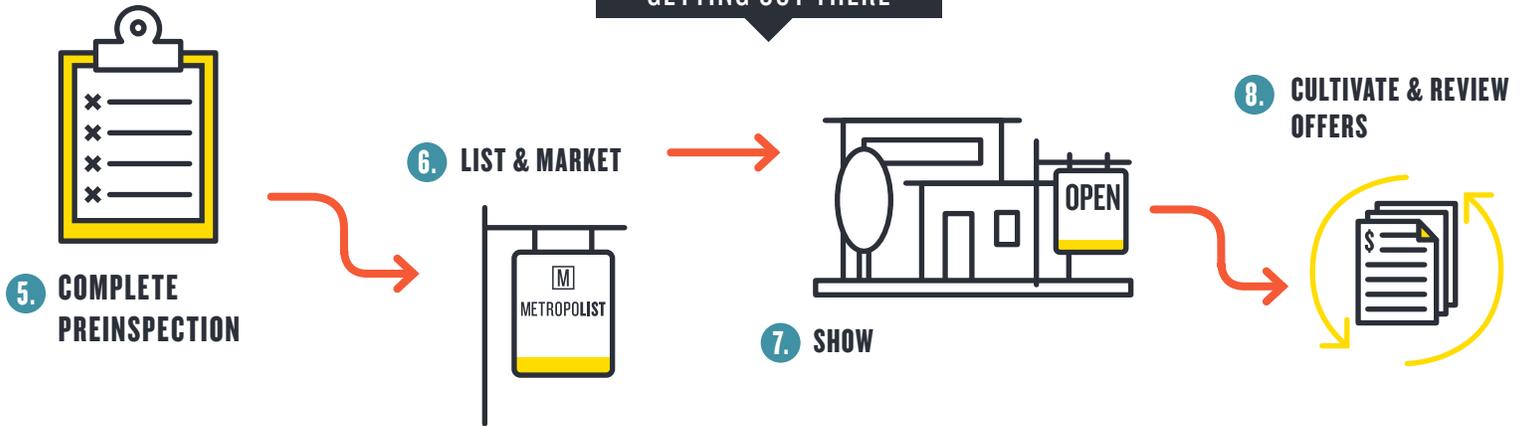


SELLING YOUR HOME WITH METROPOLIST

THE PRE-WORK



GETTING OUT THERE



CLOSING THE DEAL



METROPOLIST

1. CONSULTATION WITH YOUR METROPOLIST BROKER

A comprehensive consultation is key to making the process smooth, enjoyable and successful. We will talk about the selling process, answer any questions you have, make sure you are well educated on the market and confident in your ability to make good decisions as we lead the project.

2. ANALYZE THE MARKET

I will do a deep dive of the current market. Instead of winging it, low-balling or splitting the neighborhood average, I will use tangible, hard data in combination with intangible selling points such as view, noise, neighbors, and location to provide you with a written Market Analysis of your home to aid in the next few steps.

3. MAXIMIZE VALUE: PREPARATION & IMPROVEMENTS

Our conversation will aid us in identifying areas of your home that might need anything from simple preparation to major repairs. Some improvements will more than pay for themselves — others won't — so we'll discuss your options and optimize your effort and resources. I will provide you with a written Home Enhancement Checklist. This checklist will include recommendations for mandatory and optional repairs and improvements.

4. STRATEGICALLY SET A PRICE

Now that your house looks like a million bucks, how can you price it to be competitive in the marketplace? Just as in step 2, I will analyze the market, looking for changes in what I have already identified as well as recent sales that may have changed the current market value of your home.

5. COMPLETE PREINSPECTION

I may also have recommendations for inspections to optimize your return. In any market, one valuable way to maximize the number of offers you receive is to provide a structural inspection completed by a licensed home inspector. I have several businesses that I trust and can recommend or you are welcome to work with someone you trust. Providing a professional sewer scope is another valuable tool to attract more offers. You can expect a home inspection and sewer scope to cost between \$500-\$800.

6. LIST & MARKET

When your home is all ready for market we will complete the listing paperwork and place your home on the market. Making a great first impression is as important in selling your home as it is anywhere in life. The first place buyers see your home is online so we will have high quality professional photography, creative and concise descriptions that highlight the best qualities of your home and syndicate your listing to all online platforms to reach the widest audience. When a home is vacant it is recommended that you professionally stage it for maximum return.

When applicable we may create a unique property website for your home. I will network with the top realtors in the area and use my reputation and connections to personally promote your listing. You can also expect a weekly update to report marketing, showing activity and buyer feedback. We will then adjust our strategy as market conditions—or your situation—change along the way.

7. SHOW

It is important to make your home as available for showings as possible. That means preparing each day as you leave for brokers and buyers to show on short notice and being as accommodating as possible when you are home.

8. CULTIVATE & REVIEW OFFERS

I will follow up with anyone who previews or shows your home to help cultivate an offer. Once an offer is received I will vet the potential buyer and work to improve the offer where possible prior to presenting it to you. This pre-negotiation and offer improvement process is especially important in multiple offers so we end the day with a solid contract and the best terms.

9. NEGOTIATE

The buyer wants the lowest price possible; it is our goal to get the highest price and best terms for you. A few factors will influence how we will consider offers and come to agreement with a qualified buyer. I will provide you with the necessary information to weigh all the factors; quality of buyer's broker, multiple offer analysis, market time, buyer requests for improvements or closing cost contribution, financial viability of the buyer and lender's ability to close on time.

10. INSPECTION PHASE

Often we can avoid the inspection phase by garnering multiple offers and/or pre-inspecting your home. However, when necessary we will use all the same tactics to negotiate an inspection after the agreement has been reached with the buyer as we did to secure the agreement in the first place.

11. CLOSING THE SALE

Once we have negotiated agreement and inspection I will manage the details of a successful closing on a daily basis, including; Managing any necessary vendors, bids and punch list completion where applicable, review title to avoid delays, follow up with the buyer's lender to ensure things are moving along smoothly and preempt delays when possible, and support you in any other way that I can to get you where you want to go.

12. CLOSING DAY ARRIVES!!!

Congratulations, you are all done and ready to buy your new home with Metropolist!
