Brian Eastwood Real Estate HOMESMART

Helping You Sell your Home

A QUICK LOOK:

The Homeselling Process

Your path to a seamless home sale is worry-free when you put my experience, knowledge, service and professionalism to work for you!

- **PLAN** YOUR MOVING TIMELINE
- START YOUR **SEARCH** FOR YOUR NEXT **DREAM HOME**
- **CALL** ME
- **MEET** WITH ME FOR INITIAL SELLER CONSULTATION
- **SIGN** THE LISTING AGREEMENT
- **PREPARE** YOUR HOME FOR SALE
- **DEPLOY** OUR LISTING STRATEGY
- **MARKET** YOUR HOME
  - Enter into MLS (as instructed)
  - Conduct open houses (as instructed)
- **SHOW** YOUR HOME
- REVIEW **OFFERS** RECEIVED

NEGOTIATE & ADVOCATE FOR YOU

ACCEPT OFFER

OPEN **ESCROW**

DISCLOSURES & INSPECTIONS

RESOLVE **INSPECTION ISSUES**

NAVIGATE THE **APPRAISAL** & BUYER'S **LOAN APPROVAL** (if non-cash purchase)

SIGNING DAY

TRANSFER FUNDS & EXCHANGE TITLE

TIME TO **CELEBRATE**

MOVING TIME!

Working With a Seller's Agent

Providing the necessary representation to guide you through the complexities of your real estate sale transaction.

HOW REPRESENTATION WORKED BEFORE

SELLER

SELLER'S BROKER

BUYER'S BROKER

BUYER

SELLER REPRESENTATION
Seller Fiduciary

LISTING AGREEMENT
Includes the Seller's Broker's compensation and the Buyer's Broker offer of compensation

NEGOTIATION

MLS
MULTIPLE LISTING SERVICE

UNILATERAL OFFER OF COMPENSATION IN MLS
Offer of Buyer's Broker Compensation Displayed in the MLS

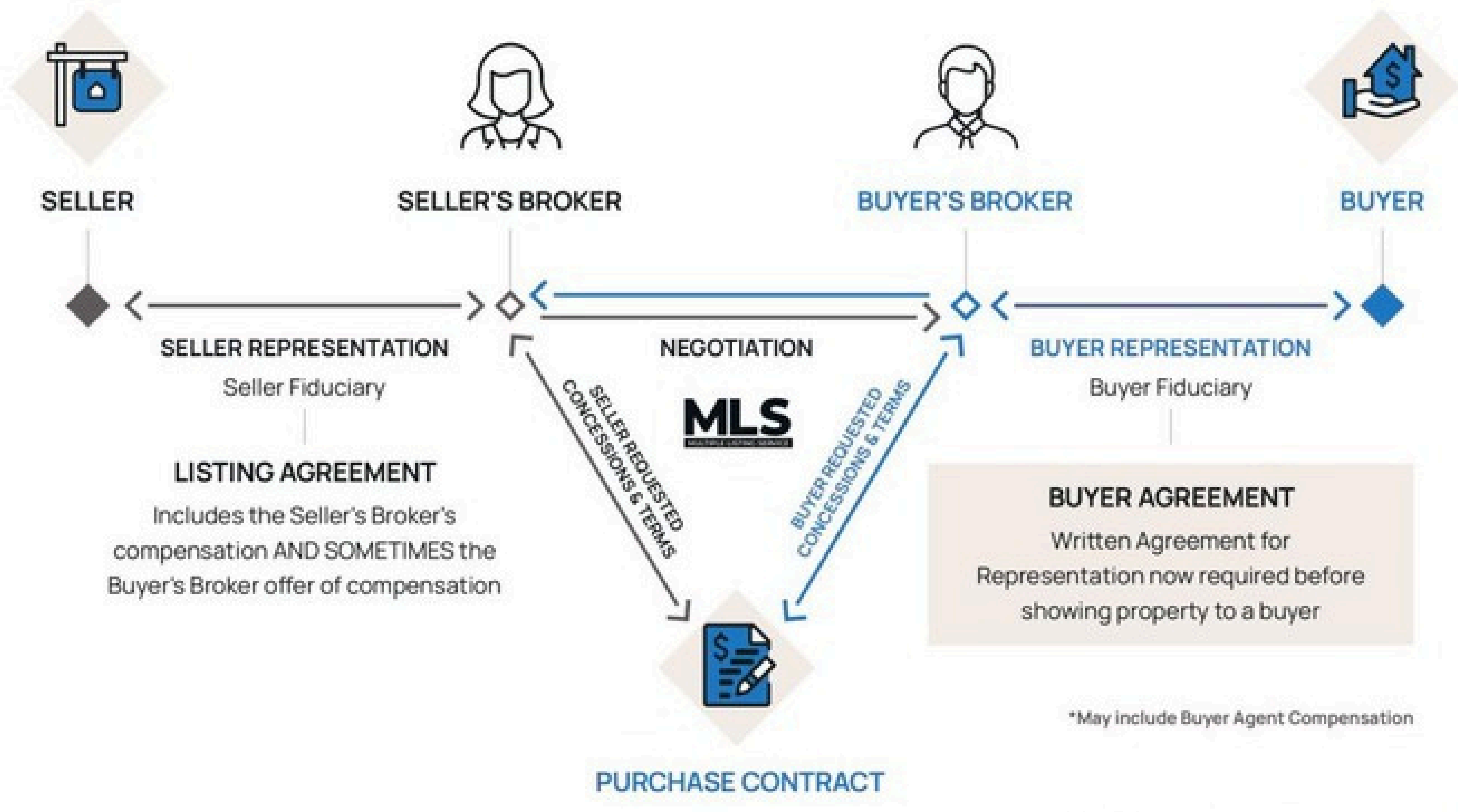
BUYER REPRESENTATION

BUYER AGREEMENT
As a stand-alone document OR outlined in purchase agreement

As a seller in today's market, the process of working with a buyer and their buyer's representative may look and feel different than in the past because of recent industry-wide changes. I am here to help you navigate each step of the home-selling process, from listing your home for sale to a successful closing.

Buyers will be required to sign a written agreement, including a provision for compensation to the buyer's agent. With that in mind, we will need to be prepared for offers that include a request from the buyer asking you, the seller, to pay the buyer's agent compensation from the sale proceeds.

HOW REPRESENTATION WORKS NOW



7 Important Things You Need to Know

1 Buyers will be required to sign a written agreement prior to seeing and touring your home

- The written agreement must outline compensation for buyer's representation, and be signed prior to showing them your home (not required for the listing agent to show your home).
- It is important for you to understand that we will need to be prepared for consumers to have a signed Buyer Broker Agreement or Buyer Representation Agreement with another representative.

2 Unrepresented buyers bring an increased amount of legal risk to the transaction

- There is a tremendous amount of training, education, mentoring and testing required to earn, and then maintain and renew, a real estate license in every state in the U.S. The licensing and education of real estate agents protects and provides advocacy and representation, and ensures all state and local laws are followed.
- Unlicensed, unrepresented parties raise the risk of misunderstandings that lead to legal proceedings. If a buyer that presents an offer is unrepresented, we will review the offer and discuss the risks so you can make an informed decision.

3 It is very important to price your home correctly when it first hits the market

- I will provide market data in the form of a "Comparative Market Analysis" report to you to assist you in determining the ideal price to list your home for sale.
- The market data gives insights into what price other homes have sold for in the area recently, how fast they sold, what features they had and how they "compare" to your home. This data gives us insight into how your home would compete with, or compare to, other homes in your area at various price points when it is listed for sale.
- I will use my experience and the data — coupled with your needs, desires and priorities — to help you determine a price that will capture buyers' attention and buying activity, and sell at the price that will give you your desired net proceeds, in your desired timeline.

4 Preparing your home for sale

- It is important that we get your home in its most ideal state prior to any photographs, marketing, showings or home tours.
- You will need to prepare for potential items you will need to disclose to the buyer, or any items that may show up on an inspection report.

- We will discuss everything from decluttering and cleaning, to minor repairs and upgrades, to larger repairs and renovation projects that may have a bigger expense — but also have the potential to increase value, and therefore the sale price.
- We will discuss if we should consider professional staging, or just follow recommendations on furniture and decor, to showcase your property at its best.
- Once your home is in prime and ready condition, we will prepare and create the marketing for your home.

5 Getting your home under contract, and what happens next

- Getting your home under contract is the first step. Keeping it under contract and getting it closed is where my experience and professionalism will play a crucial role. I will advocate for you through every step of the transaction to ensure a timely and successful closing.

6 I have an entire vetted support team committed to you

- I have a roster of resources — from title and escrow companies — to tradespeople like home repair teams, painters, flooring experts, landscapers, mechanical and structural inspectors and even remodeling teams to assist you.
- I will introduce you directly to these resources, and incorporate them into your home selling process as needed.

7 I am available to help you buy your new home — before OR after we get yours sold

- If you are selling your home and have no need to purchase a new one, then I am here to serve you in only that capacity.
- If you desire to purchase a new home locally or nationally once we get your existing home sold, I hope that you would allow me to serve you and assist you with that purchase, or refer you to one of my colleagues if needed.
- If you would like to purchase another home prior to selling your home, we could explore resources that might assist you in buying your new home before the sale or close of your existing home, should you desire assistance to do so.

Getting You the Maximum Net Proceeds for the Sale of Your Home

Fair Market Value Pricing will enable you to reach 95% of the buyers searching in your home's criteria. However, a home priced just 15% above fair market value will decrease your buyer pool to 20%.
The pie charts below (Fig. 1) show how pricing over market value decreases buyer appeal.

Overpricing your home can mean a decrease in interested buyers and an increase in days on market. The chart on the next page (Fig. 2) shows how time on the market can affect the number of showings per week. The third graph (Fig. 3) also showcases how time can impact asking price over time.

The Effects of Overpricing Above Fair Market Value

- Affects the initial selling activity
- Leads to longer days on market
- Leads to price decreases
- Leads to perception that the home has defects or is not as desirable
- Leads to difficulty obtaining financing which is based on Fair Market Value
- Leads to "chasing the market" or consistent price decreases until home sells below Fair Market Value

FIG. 1

PRICING AND PROPERTY APPEAL

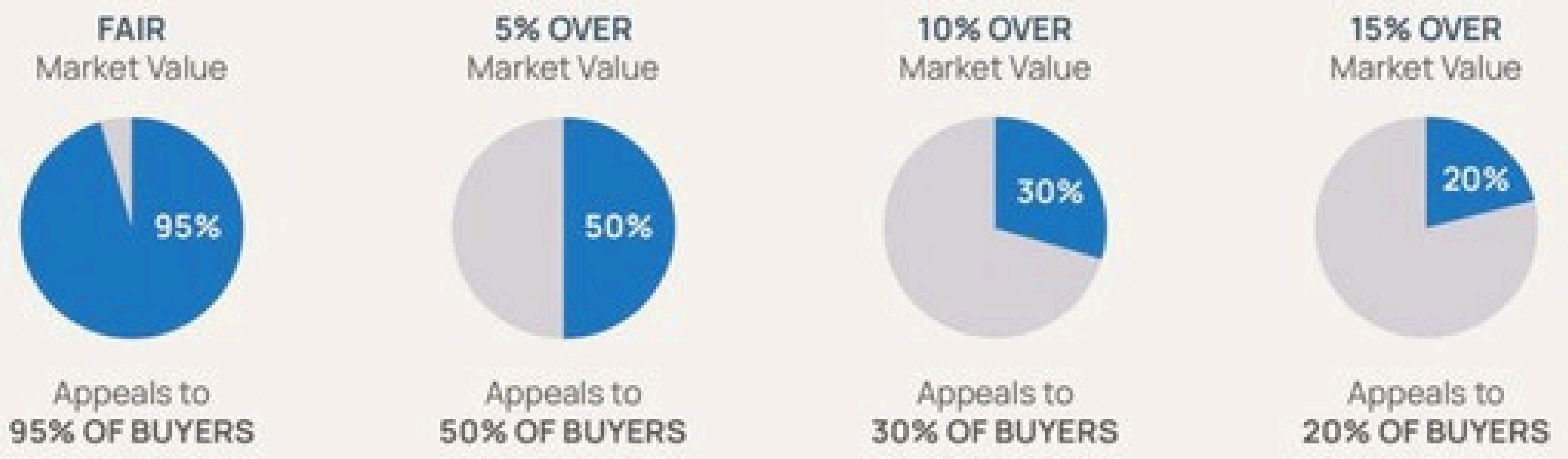


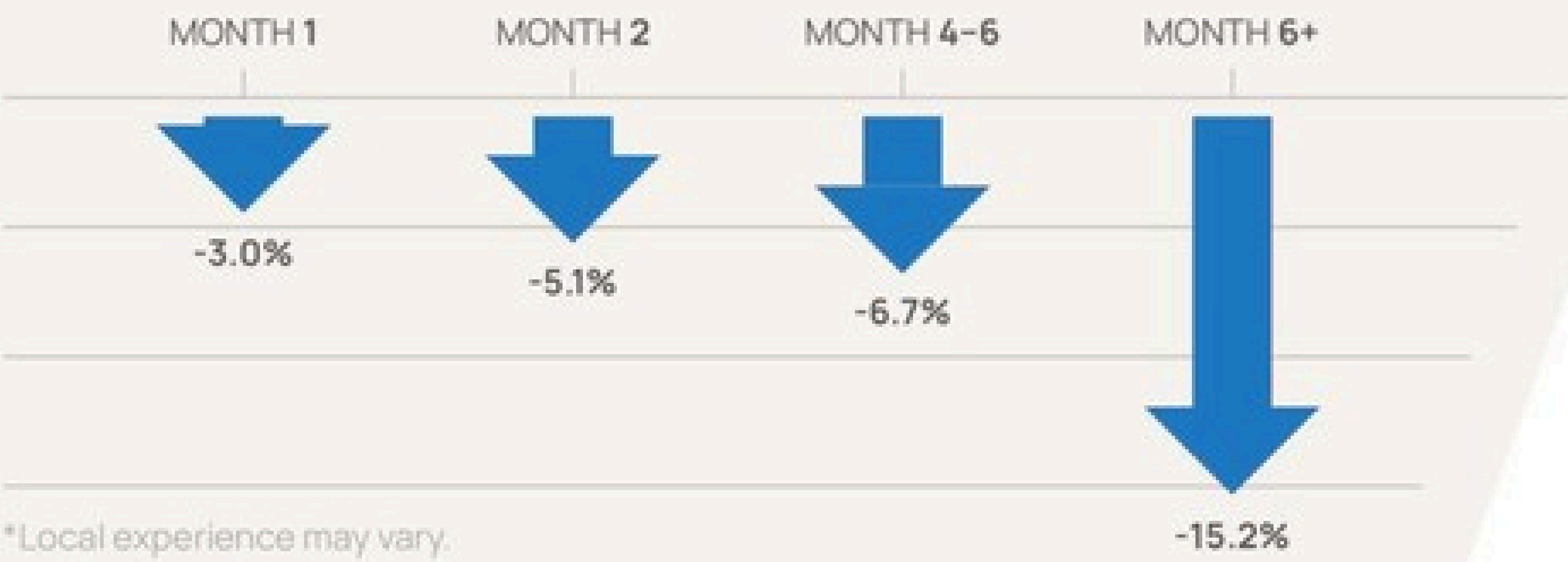
FIG. 2

SHOWINGS PER WEEK

FIG. 3

Source: National Association of REALTORS® Homebuying and Selling Process

DIFFERENCE BETWEEN ASKING PRICE AND SELLING PRICE OVER TIME IN A NATIONAL STUDY*



*Local experience may vary.

A CLOSER LOOK:

Guiding and Leading You Every Step of the Way

How I will put my knowledge and experience to work for you!

PART ONE:

PUTTING YOUR BEST FOOT FORWARD

1 Prior to the Initial Consultation

- Gather available property data and information to prepare for initial consultation.
- Research important market data, market activity and pricing, specific property data and ownership records.
- Create preliminary Comparable Market Analysis (CMA) prior to touring home.

2 Initial Consultation and Listing Agreement

- Meet with you to discuss your needs, desires, priorities, expectations, goals, desired timeline and specific requirements.
- Discuss the qualities of your home and neighborhood that you would like to highlight.
- Tour the property and conduct an initial curb appeal assessment.
- Provide a sample Seller Disclosure Document and discuss.
- Review pricing strategies.
- Discuss the initial Comparative Market Analysis (CMA) to determine the best listing price or price range.
- Review and discuss the Listing Agreement Document. Explain the Multiple Listing Service (MLS); IDX and syndication; the need for and purpose of seller representation; my unique skill set, experience and marketing capability; the power of my brokerage support system, marketing tools and technology and how all of this benefits you, the seller.
- Share my marketing plan for your property.

Questions on any of the steps in the homeselling process? I am here to clarify anything you need!

- Revise CMA and selling price if needed after touring and discussions.
- Sign the listing agreement to officially start the listing process.

3 Prepare Your Property for Sale

- Collect completed and finalized Seller Disclosure Document from you.
- Gather any necessary additional information required for your property's entry into the MLS.
- Begin to declutter and clean: remove certain personal items and thoroughly clean the home to make it presentable.
- Repairs and upgrades: make any necessary repairs or small upgrades you decide to make to improve the home's appeal.
- Staging: consider professional staging or follow recommendations to showcase the property at its best.
- Photography and videography: prepare for professional photos, virtual tours or drone footage for marketing purposes that we have agreed upon.

PART TWO:
IT'S SHOWTIME!

4 Deploy Our Listing Strategy and Market Your Property

- MLS listing and promotion: list the property on the MLS (as instructed).
- Marketing, communications and promotion: begin marketing and promoting your property through applicable marketing mediums and channels — such as social media, real estate websites, virtual tour links, video channels and links, and print and email campaigns.
- Signage: place "For Sale" signs at your home.
- Open houses and tours: hold an open house or broker tours to attract interest from buyers.
- Execute my marketing plan for your property.

5 Showings and Buyer Offers

- Showings: coordinate scheduled showings for prospective buyers.
- Buyer feedback: gather and communicate feedback and advise you on potential adjustments as necessary.
- Review offers: review and compare buyer offers with you.

PART THREE:
SEALING THE DEAL

You're almost to the finish line! Now that a potential buyer has fallen in love with your home, we'll focus on final negotiations, contingencies and preparations for closing.

6 Negotiations

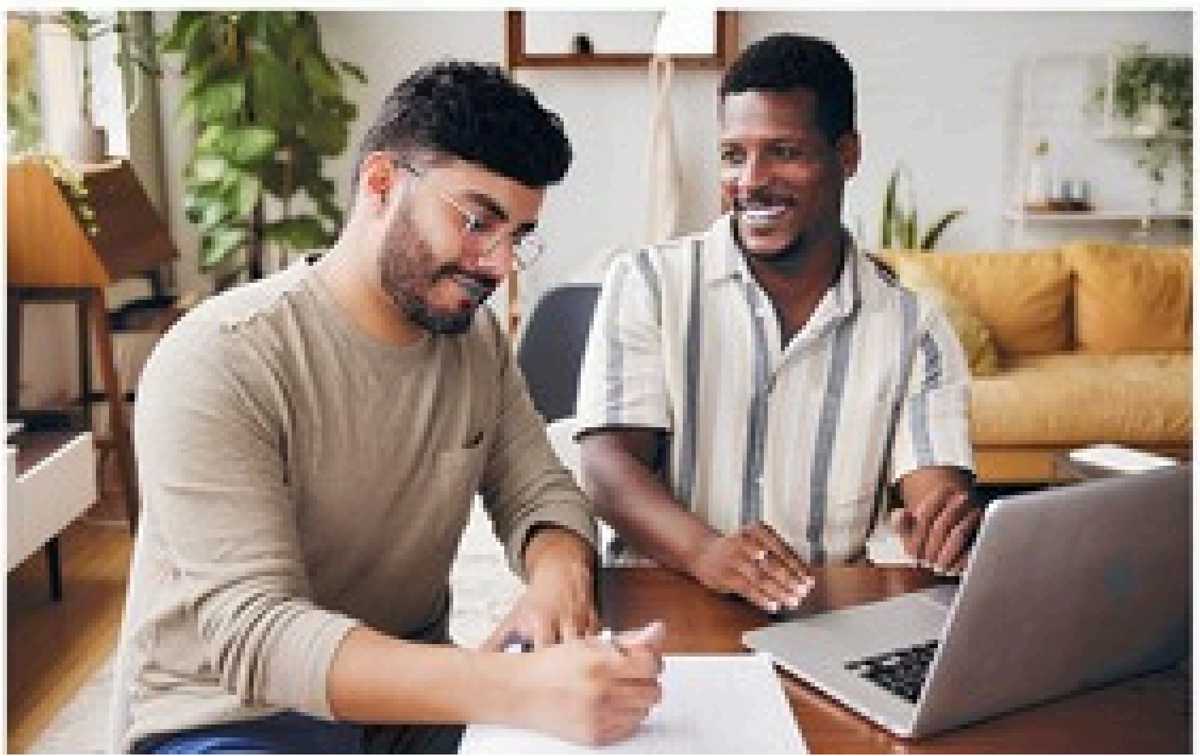
- Negotiate and advocate for you with the buyer or buyer's representative.
- Counter offers: negotiate terms with potential buyers to reach a mutually beneficial agreement.
- Acceptance: accept an offer and finalize the purchase agreement.
- Earnest money deposit: ensure that the buyer provides earnest money to demonstrate their commitment to the purchase.
- Open escrow.

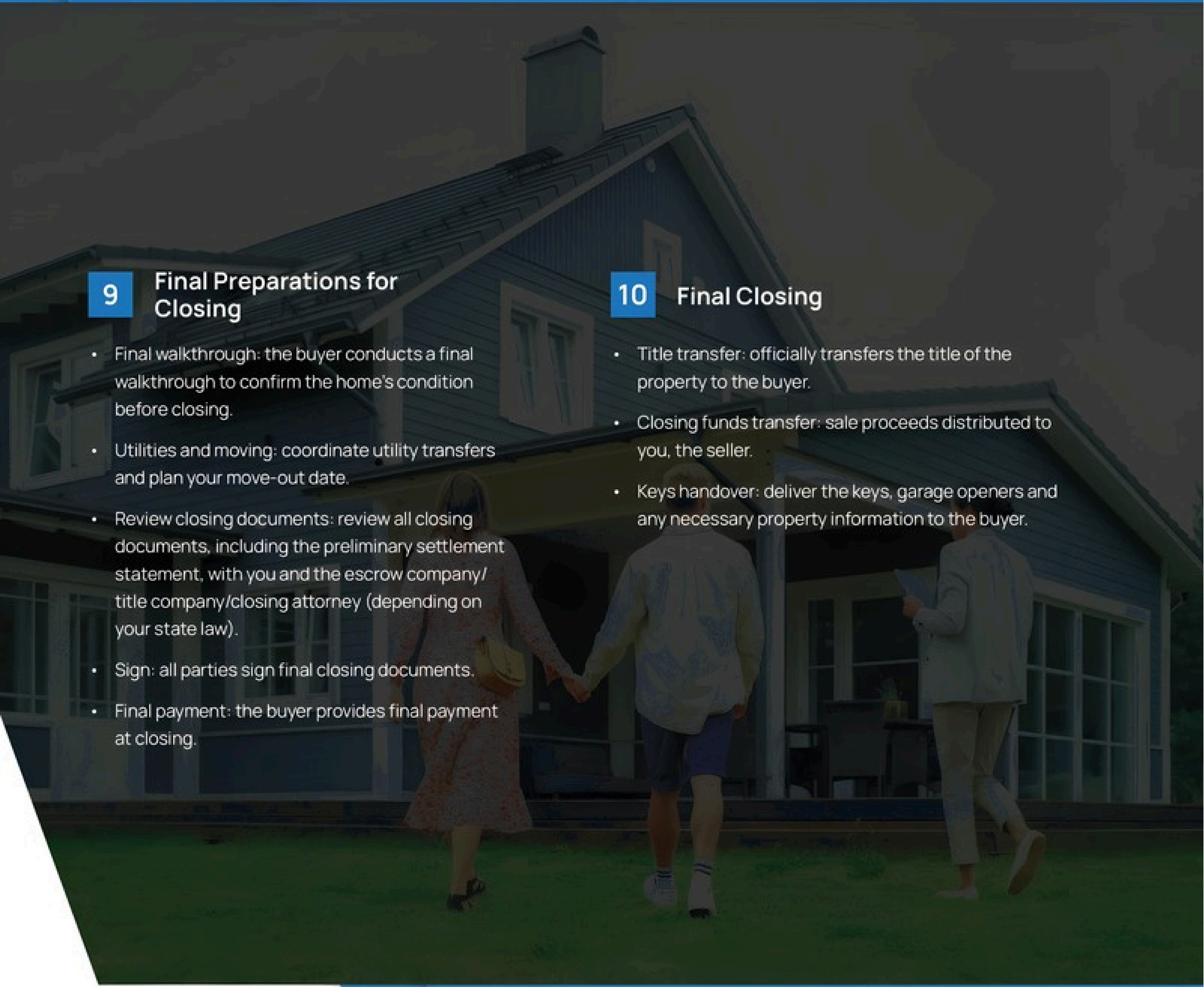
7 Disclosures, Inspections and Appraisal

- Disclosures: provide a completed seller disclosure document and any other applicable disclosures to the buyer after accepting an offer.
- Home inspection: the buyer is responsible to arrange for a home inspection, which may lead to negotiations based on the findings. I will work with you to resolve these negotiations or requests and communicate your instructions for a resolution.
- Appraisal: if your buyer is financing their purchase, the lender will order an appraisal to verify that the property's value aligns with the agreed sale price.
- Repairs: if needed, address any repair requests that arise from the inspection or appraisal results.

8 Contingencies and Approvals

- Loan underwriting: the buyer's lender completes the loan approval process.
- Contingencies: ensure that all contingencies, such as inspection, appraisal and financing, are met and have been satisfied with the stated deadlines per the contract.





9 Final Preparations for Closing

- Final walkthrough: the buyer conducts a final walkthrough to confirm the home's condition before closing.
- Utilities and moving: coordinate utility transfers and plan your move-out date.
- Review closing documents: review all closing documents, including the preliminary settlement statement, with you and the escrow company/title company/closing attorney (depending on your state law).
- Sign: all parties sign final closing documents.
- Final payment: the buyer provides final payment at closing.

10 Final Closing

- Title transfer: officially transfers the title of the property to the buyer.
- Closing funds transfer: sale proceeds distributed to you, the seller.
- Keys handover: deliver the keys, garage openers and any necessary property information to the buyer.

Your Journey To Sold!

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HIRE ME. As your dedicated representative and advocate, your best interest is at the heart of everything I do. You can trust me to protect your interests and guide you through every step of your home-sale journey, so you can have the best possible experience and outcome. I look forward to helping you achieve all of your real estate goals.

PUT MY EXPERIENCE, KNOWLEDGE, SERVICE AND PROFESSIONALISM TO WORK FOR YOU!

HOMESMART

Let's Sell Your Home, Together!

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