

MARKETING PROPOSAL

Serving clients and community The Wright Way

The Wright Real Estate Group

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DEAR NEW CLIENT

I WANT TO WELCOME YOU TO OUR FAMILY!

CONSUMERS CONTINUE TO FIND VALUE IN HAVING A REAL ESTATE PROFESSIONAL HELP THEM THROUGH THE HOME BUYING AND SELLING PROCESS. THE WIDE VARIETY OF SERVICES REAL ESTATE PROFESSIONALS PROVIDE ARE PROVING EVER MORE VALUABLE IN REAL ESTATE TRANSACTIONS. SERVICES INCLUDING: WORKING WITH THE ANCILLARY ARMS THROUGH FINANCING TWISTS, SALES CONTRACT INTRICACIES, TITLE ISSUES AND INSURANCE CAVEATS. WE MAKE SURE TO STAY ABREAST TO ALL ASPECTS OF THE TRANSACTION TO MAKE SURE WE PROVIDE SERVICES THAT PROTECT OUR CLIENTS AND SERVE THEIR BEST INTEREST.



Thank You for the opportunity to assist you with your real estate needs. We are looking forward to serving you.

Your Real Estate consultant
Lisa Wright

MARKETING PROPOSAL

THE WRIGHT REAL ESTATE GROUP

We have built The Wright Real Estate Group out of a desire to see sellers and buyers receive a high level of service while selling or purchasing. We understand this is the largest investment most people make in their lives and each decision and council is critical in negotiations. We realize that there are a lot of options for the consumer and it is our desire to go above and beyond for our clients to earn their trust and confidence. We desire our attitude to always be centered with our clients desire first and excel in an attitude of service.

COMMUNITY IMPACT

We also would like to utilize this company to invest in the community and to come along the side of local charities to help them help others. To do this we will invest into local charities of choice. Christian ministries, Special Pals, Operation Christmas child and Prison Fellowship will benefit from the proceeds of our company. We believe we are blessed to be a blessing so it is truly our desire to help make a difference in these organizations.

GOALS & OBJECTIVES

Our goal is create raving fans with everyone we work with. We hope this company information will help you to understand our mission and vision. We have added information for you to review on the listing and selling process We want you to be confident and informed each step of the way.



MARKETING PROPOSAL

The Wright Real Estate Group



PLANS

- How soon do you need to move?
- If you get full price today can you move in 2 week?
- Equity?
- New purchase?



HIT THE TARGET

Thorough Market Study
Home preparation

- Repairs
- Staging
- Photography



METHOD

- Multiple listing service
- Staging
- Social Media
- Print Marketing
- Sphere of influence

MISSION AWARENESS

What is the mission statement of the company you hire? The Wright Real Estate Group is founded on the principle of being client centric. The interest of the client is the highest priority. Getting your home listed and sold in the least amount of time, with the least amount of inconvenience, for the highest net the market will allow



SELLERS NET INCOME

Our main goal is not to sell you home quickly, but to sell your home for the highest net we can get in todays market. In order to do this we need to work as a team. Our highest priority is to work hard on the front side of the listing, to make sure your home has been repaired, depersonalized and decluttered. This work upfront can gain a seller thousands of dollars in the end.

Once we get ready to list your home on the Multiple listing service we will stage and photograph with professional quality photos to attract the largest pool of buyers . You never get a second chance to make a first impression.

Home That Gives

The Wright Real Estate Group has made it a priority to give a portion of all earnings back to the community. We are blessed to be a part of a much larger community and have designed a program that enables us to donate a portion of funds from our commission back to one of three charities listed below when you list with us. The choice of charity is up to you, the client! This document will come into effect with a listing agreement.

Please view the information below and choose where you would like your contribution to go.

Church:

- Meet local and worldwide needs
- Support missions-Belize
- Advance the kingdom

Church members believe in a shared responsibility to take action in our world and local ministry . Christ followers worldwide work together to:

- Help others
- Disciple others
- Show love



Special Pals:

Their mission is to make a measurable and sustainable difference in the Greater Houston pet population by offering affordable pet care services, rescuing, and rehabilitating homeless companion animals, finding forever homes, and providing education about responsible pet ownership. Special Pals is a no-kill, nonprofit animal shelter that relies on your donations to continue making an impact.

Katy Christian Ministries:

They have been helping local families and individuals fight poverty, food insecurity, domestic violence and sexual assault since 1984. Their mission is: "Transforming lives through God's grace and the generosity of the community."

Each of the above organizations are held to the highest regard. It is the utmost pleasure of The Wright Real Estate Group to promote and help each organization listed as much as possible.

Thank you for working with us through the purchase and/or sale of a home. By using us, you are helping others. We are doing business The Wright Way.

START TO CLOSE

Having an end in mind is the first step to achieving your goals. The Wright Real Estate Group Markets and sells homes with the SOLD sign in mind. Each step is made specifically to help you reach your goal of selling your home.

- Provide you with 10+ Customer Service during the entire selling process including, taking the time to understand your wants, needs and expectations, returning your calls and emails the same day and being honest with you at all times.
- Help you obtain the highest possible price for your house in the shortest amount of time.
- Advise you on pricing and assist you with staging your home.
- Implement the 10 Point Marketing Plan to market your house through as many channels as possible.
- Coordinate the home showing process
- Present all offers and advise you on the terms and contingencies.
- Negotiate offers on your behalf.
- Schedule and coordinate completion of contingencies and inspections.
- Monitor the buyer's loan process.
- Coordinate and supervise the preparation of all closing documents and guide you through the closing process.

Putting a SOLD sign on your property!

Follow up after closing to make sure all is well

Proactive approach to Get your home sold for highest net in the least amount of time

STRATEGIC PLAN

- Price your home correctly
- Propagate your home to hundreds of different websites using the Multiple Listing Service as a catalysis
- Photograph your home with high quality pictures that display your home to potential buyers professionally and accurately
- Develop a benefits package for your home to use with potential buyers and Brokers
- Hold Broker and Public Open Houses at your discretion
- Be available to buyers to answer questions promptly and professionally
- Be your advocate as to any changes you want to make in your property to make it sell-able. (including staging)
- Update you consistently as to any changes in the marketplace that may affect you and the value of your home
- Provide real time access to feedback given from all showings.
- Personalize showing instructions to fit your needs.
- Professional sign and lock box that adds security for you.
- Keep you aware of various methods of financing that buyers may use.
- Follow up with agents that show your home to receive feedback.
- Represent your best interest in all offers. Protecting your price and terms.
- Determine buyers qualification before offer acceptance.
- Coordinate the survey, appraisal and inspection process.
- Proactively follow up on all contract processes. Mortgage, Title, Appraisal and all closing procedures
- Come to closing with you!



Market Considerations when selling your home



- **Location**
Neighborhood desirability is a key factor to a properties fair market value.
- **Competition**
Buyers will compare your home to competing properties.
- **Timing**
Market conditions cannot be manipulated.
It is either a buyer or sellers market.
- **Condition**
Property condition affects price and time on the market.
Optimizing appearances and keeping your home like a model home will maximize value.
- **Terms**
The more flexible the financing, the broader the market—quicker the sale.
- **Price**
If the property is not properly priced, a sale can be delayed or prevented. My Market analysis will assist you in determining the best price

7 Deadly Sins of Overpricing

Trulia

Most experts would advise that the best way to increase your odds of a successful sale is to price your home at fair market value. But, as logical as this advice sounds, for many sellers it is still tempting to tack a few percentage points onto the price to "leave room to negotiate". To avoid this temptation, let's take a look at the seven deadly sins of overpricing

1. Appraisal Problems

Even if you do find a buyer willing to pay an inflated price, the fact is over 90% of buyers use some kind of financing to pay for their home purchase. If your home won't appraise for the purchase price the sale will likely fail.

2. No showings

Today's sophisticated home buyers are well educated about the real estate market. If your home is overpriced they won't bother looking at it, let alone make you an offer.

3. Branding problems

When a new listing hits the market, every agent quickly checks the property out to see if it's a good fit for their clients. If your home is branded as "overpriced", reigniting interest may take drastic measures.

4. Selling the competition

Overpricing helps your competition. How? You make their lower prices seem like bargains. Nothing is worse than watching your neighbors put up a sold sign.

5. Stagnation

The longer your home sits on the market, the more likely it is to become stigmatized or stale. Have you ever seen a property that seems to be perpetually for sale? Do you ever wonder - What's wrong with that house?

6. Tougher negotiations

Buyers who do view your home may negotiate harder because the home has been on the market for a longer period of time and because it is overpriced compared to the competition.

7. Lost opportunities

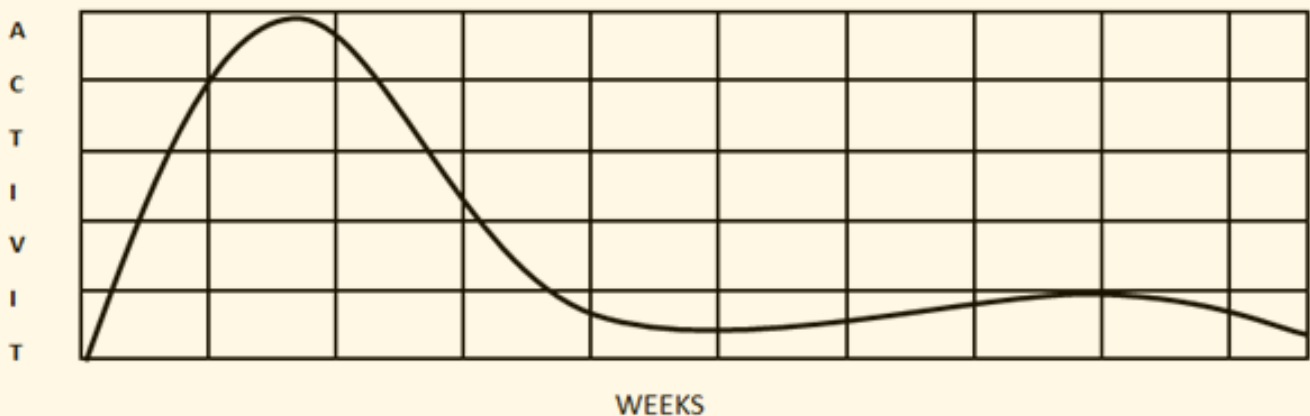
You will lose a percentage of buyers who are outside of your price point. These are buyers who are looking in the price range that the home will eventually sell for but don't see the home because the price is above their pre-set budget.



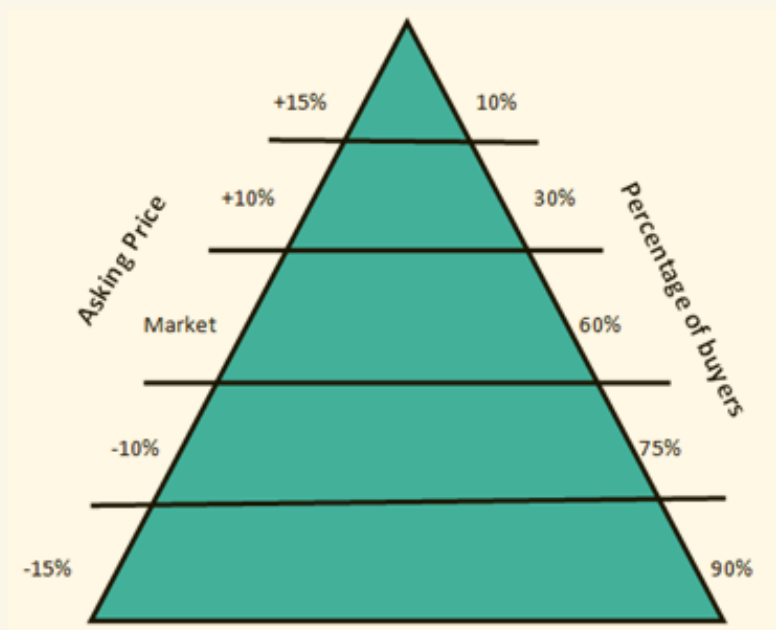
Selling Prince/Timing



Timing is extremely important in the real estate market. The graph below shows the importance of placing your property on the market at market value from the beginning. A property attracts the most interest from buyers when it is first listed. Therefore, it has the highest chance of sale when it is new on the market.



As the triangle to the right shows, more buyers purchase their homes at market value than above market value. The percentage increases even further when the price drops below market value, you are exposing to a much greater pool of buyers and you are increasing your chances for a sale.





Buyers Always Determine Value

The Value of your property is determined by:

- What a Buyer is willing to pay for your home in today's market
- What other Buyers have paid for properties similar to yours in the area
- By the appraiser who is hired by the mortgage company loaning the money to the buyer (using sales data from the previous sales in the area)

The value of your property is **NOT** determined by:

- What you paid for it
- What you need
- What you want
- What another agent said
- What your neighbor says its worth
- The cost to rebuild

Conclusion

Using the proper guides keeps you from losing money by pricing your home too low. Pricing your home too high can also cost you money by eventually having to take less than market value because it became stigmatized by staying on the market too long.

Our goal is to help you net as much money from the sale of your property in the time frame you wish to sell it.

WHY YOU SHOULDN'T TRUST ONLINE REAL ESTATE PRICE ESTIMATES

It's fun to enter an address on a website and instantly receive an estimate of what that property is worth. But the data that powers many of those automated valuation models is inaccurate and unreliable. Who says? The websites themselves. Look below to see how popular sites that offer online price estimates describe limitations with their own data.

zillow.com

"The Zestimate is not an appraisal and you won't be able to use it in place of an appraisal, though you can certainly share it with real estate professionals. It is a computer-generated estimate of the worth of a house today, given the available data. Zillow does not offer the Zestimate as the basis of any specific real-estate-related financial transaction. Our data sources may be incomplete or incorrect; also, we have not physically inspected a specific home. Remember, the Zestimate is a starting point and does not consider all the market intricacies that can determine the actual price a house will sell for."

"Is a Zestimate an appraisal?" at [zillow.com/zestimate](https://www.zillow.com/zestimate)

trulia.com

"If you're looking for a precise value for your home, or if you're thinking of selling your home, we recommend you talk to a real estate professional. After all, our algorithms are smart, but we can't know everything about your home's features and location. Connect with real estate experts in your area."

[trulia.com/trulia_estimates](https://www.trulia.com/trulia_estimates)

Homes.com

"We're not suggesting that you use our home value estimate in lieu of an appraisal from a trained professional when selling, purchasing, or refinancing, but it's the perfect source when you just need a reasonable estimate and you don't want to wait."

[homes.com/home-prices](https://www.homes.com/home-prices)

chase.com

"The data and valuations are provided as is without warranty or guarantee of any kind, either express or implied, including without limitation, any warranties of merchantability of fitness for a particular purpose. The existence of the subject property and the accuracy of the valuations are estimated based on available data and do not constitute an appraisal of the subject property and should not be relied upon in lieu of underwriting or an appraisal."

[chase.com/mortgage/mortgage-resources/
home-value-estimator](https://www.chase.com/mortgage/mortgage-resources/home-value-estimator)

housevalues.com

"For a professional valuation of your home that includes all the information about your property (plus overall condition, style of house, and other features) please contact a real estate expert."

[housevalues.com/report](https://www.housevalues.com/report)

Use a REALTOR®

For help with price, negotiations, and other parts of your real estate transaction, a Texas REALTOR® is your best resource. Now that's a smart move.

Disclaimers accurate as of June 20, 2016



Tips for Pricing Your Home

When selling your home, one of the most difficult things can be deciding on where to price your home. As agents we are dedicated to making sure the sellers we represent walk away with the highest net for their home. We understand that you may already have a specific price in mind because of many different things. You may be considering...

Your Original Purchase price

Chances are you paid market value for your home. Markets change constantly. We spend time thoroughly studying the current active listings, solds in the last 6 months/year and season you will be listing. Your market could have changed substantially since your purchase. We will investigate all data to make sure you are priced strong in the current market.

Improvements

Some improvements can add value to your home, but typically never add full value when re-sold. EX: A Pool. Granite counters, and Wood Flooring may only add half or less of its cost to the value of home, depending on age. Maintenance will preserve the value of a home and, at times, reduce days on the market which can save holding cost, however, typically will not create full cost value.

The cost to Rebuild it Today

Though insurance companies insure a home at replacement cost, a buyer will only pay market value for a home. Most buyers will get a loan for a home and the lender will send out appraisers to appraise the home. It must appraise for the buyer to get a loan. The appraisers use the same Multiple Listing Service as realtors so they see the same comps as we do. The sold comparable properties on the MLS will be "market value" Because that is what buyers are willing to pay at that specific time. Agents are trained in analyzing the market data to see where homes lie within the market.

The Worst Home Selling Mistake

But We Want More Money For Our House

When the average seller sits down to interview real estate agents, it's easy to get caught up in the excitement over choosing a sales price. More money means more financial opportunities for the homeowner. Perhaps it means the seller can afford to buy a more expensive home, help pay for her child's college education or take that greatly overdue vacation. Unfortunately, uninformed sellers often choose the listing agent who suggests the highest list price, which is the absolute worst mistake a seller can make.

Establishing the Value of Your Home

The truth is it doesn't really matter how much money you think your home is worth. Nor does it matter what your agent thinks or ten other agents just like her. The person whose opinion matters is the buyer who makes an offer. Pricing homes is part art and part science. It involves comparing similar properties, making adjustments for the differences among them, tracking market movements and taking stock of present inventory, all in an attempt to come up with a range of value, an educated opinion.

This method is the same way an appraiser evaluates a home. And no two appraisals are ever exactly the same; however, they are generally close to each other. In other words, there is no hard and fast price tag to slap on your home. It's only an educated guess and the market will dictate the price.

Is Your Home Sales Price Too Low?

Homes sell at a price a buyer is willing to pay and a seller is willing to accept. If a home is priced too low, priced under the competition, the seller should receive multiple offers to drive up the price to market value. So there is little danger in pricing a home too low. The danger lies in pricing it too high and selecting your agent solely on opinion of value.

Exposing Your Home to the Highest Pool of Buyers

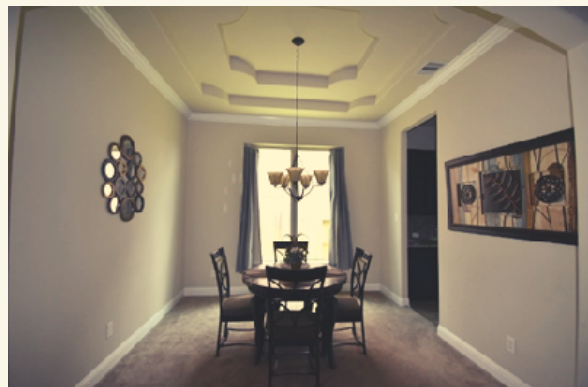
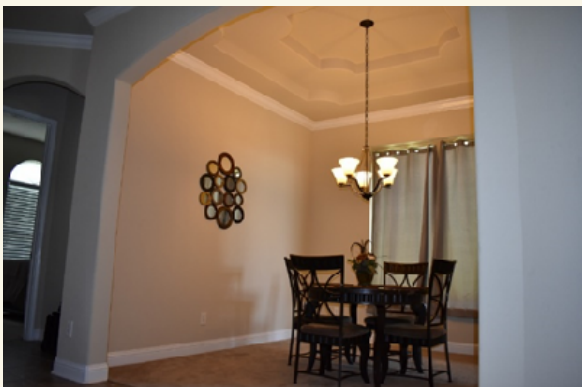


*I believe agents need to be proactive in finding buyers for our sellers.
Our main goal is to bring buyers and sellers together.*

Here are some of the sources we use to do just that:

- Exposing the listing to the MLS in the best light
- Photographs that show the home professionally
- Flyers for the Listing & Open Houses
- Open Houses
- Broker Open Houses
- Sending information in a venue that can highlight the home best to my personal sphere of influence to be shared with others that may be interested.
- Personally going to other companies and sharing home information
- Walking neighborhoods to hand out personal invites to scheduled Open Houses
- Include my company in newsletter and Open House invites.
- Follow-up with all potential buyers on the same day
- Utilize Facebook and other Social networks to expose listing

YOUR HOME MARKETED IN THE BEST LIGHT



Security



Valuables: Take jewelry, keys, cash, credit cards, and other valuables with you or lock them away



Personal Information: Keep mail, financial documents and anything with your Social security number hidden away.



Weapons: Keep firearms, knives and other weapons locked away



Hazards: Keep pets secure at all times. Secure loose rugs and/or tripping hazards. Keep walkways well lit.



Prescription Medication: Remove or secure prescription medication from immediate access.



Electronics: Be sure to lock desktop computers and remove laptops and tablets.



Showings: Once the "for sale" sign goes up, buyer may show up at your door asking to view your home. Direct them to make an appointment through a real estate agent.



Security: Make sure to secure and lock your doors at all times and let your realtor know if you will be gone for an extended length of time.



Simple Tips for Better Home Showings

- **Remove clutter and clear off counters.**
Throw out stacks of newspapers and magazines and stow away most of your small decorative items. Put excess furniture in storage, and remove out-of-season clothing items that are cramping closet space. Don't forget to clean out the garage, too.
- **Wash your windows and screens.**
This will help get more light into the interior of the home.
- **Keep everything extra clean.**
A clean house will make a strong first impression and send a message to buyers that the home has been well-cared for. Wash fingerprints from light switch plates, mop and wax floors, and clean the stove and refrigerator. Polish your doorknobs and address numbers. It's worth hiring a cleaning service if you can afford it.
- **Get rid of smells.**
Clean carpeting and drapes to eliminate cooking odors, smoke, and pet smells. Open the windows to air out the house. Potpourri or scented candles will help.
- **Brighten your rooms.**
Put higher wattage bulbs in light fixtures to brighten up rooms. Replace any burned-out bulbs in closets. Clean the walls, or better yet, brush on a fresh coat of neutral color paint.
- **Don't disregard minor repairs.**
Small problems such as sticky doors, torn screens, cracked caulking, or a dripping faucet may seem trivial, but they'll give buyers the impression that the house isn't well-maintained.
- **Tidy your yard.**
Cut the grass, rake the leaves, add new mulch, trim the bushes, edge the walkways, and clean the gutters. For added curb appeal, place a pot of bright flowers near the entryway.
- **Patch holes.**
Repair any holes in your driveway and reapply sealant, if applicable.

Additional Tips



- **Buy a flowering plant.**
Put it near a window you pass by frequently.
- **Make centerpieces for your tables.**
Use brightly colored fruit or flowers.
- **Set the scene.**
Set the table with fancy dishes, candles, and create other vignettes throughout the home to help buyers picture living there.
- **Replace heavy curtains with sheer ones that let in more light.**
Show off the view if you have one.
- **Accentuate the fireplace.**
Lay fresh logs in the fireplace or put a basket of flowers there if it's not in use.
- **Make the bathrooms feel luxurious.**
Put away those old towels and toothbrushes. When buyers enter your bathroom, they should feel pampered. Add a new shower curtain, new towels, and fancy guest soaps. Make sure your personal toiletry items are out of sight.
- **Send your pets to a neighbor or take them outside.**
If that's not possible, crate them or confine them to one room and let the real estate practitioner know where they'll be to eliminate surprises.
- **Lock up valuables, jewelry, and money.**
While a real estate salesperson will be on site during the showing or open house, it's impossible to watch everyone all the time.
- **Leave the home.**
It's usually best if the sellers are not at home. It's awkward for prospective buyers to look in your closets and express their opinions of your home with you there.

Low-Cost Ways to Spruce Up Your Homes Exterior

Make your home more appealing for yourself and potential buyers with these quick and easy tips:

- Trim bushes so they don't block windows or architectural details.
- Mow your lawn, and turn on the sprinklers for 30 minutes before the showing to make the lawn sparkle.
- Put a pot of bright flowers (or a small evergreen in winter) on your porch.
- Install new doorknobs on your front door.
- Repair any cracks in the driveway.
- Edge the grass around walkways and trees.
- Keep your garden tools and hoses out of sight.
- Clear toys from the lawn.
- Buy a new mailbox.
- Upgrade your outside lighting.
- Buy a new doormat for the outside of your front door.
- Clean your windows, inside and outside.
- Polish or replace your house numbers.
- Place a seasonal wreath on your door.



Smoother Home Inspection

Take these actions and your home inspection will go faster and will result in a cleaner inspection report.

GENERAL MAINTENANCE

- Confirm that gas, water and electricity are turned on and gas pilot lights are burning
- Replace all burned out light bulbs
- Test all smoke detectors and carbon monoxide detectors. Replace batteries if needed.
- Clean or replace dirty HVAC air filters and verify filters fit and are secured properly
- Repair or replace broken, damaged or missing items such as doorknobs, door locks, door latches, window locks, broken glass, window screens, anti-siphon devices on exterior faucets, rain gutters, downspouts and chimney flue caps

PETS

- Ensure that all pets are secure and won't hinder the inspection. Notify all persons involved about pets that are to be kept inside.

ACCESSIBILITY

- Move wood, stored items and debris away from foundation
- Trim tree limbs back from the roof and trim shrubs away from the house to allow access
- Unlock or remove locks from any items then inspector must access (fence gates, attic access hatches/doors, electric service panels, special closets, crawl space hatches or doors for pier-and-beam construction, bathtub bath trap doors)
- Confirm areas and components are accessible by removing items blocking access to electric panels, heating/air conditioning equipment, water heaters, and ground fault circuit interrupter receptacles (GFCI)
- Remove items from the area surrounding the attic door or crawl space to allow entry into the areas

Home Warranties

Who is Responsible?

Many home purchasers erroneously assume that the Seller is always somehow liable when there is a defect or failure found in the homes cooling, heating, plumbing, electrical system and /or appliances after the Buyer moves into the home. Unless otherwise provided for in the contract, however, risk of loss often falls on the Buyer. Even where the contract provides that heating, plumbing, pool and pool equipment, electrical system and the like should be “operative” on or until the date of possession, disputes can always arise as to when the breakdown occurred, who is responsible, how the repairs are to be funded and when they are to be made.

About Home Warranties

Home warranties plans go a long way to alleviate these risks and concerns. For a modest price (currently, basic coverage around (\$400-\$450), the seller can provide to the Buyer a one-year warranty covering specified heating, plumbing, electrical, water heater or appliance breakdowns.

Coverage under most plans commences at closing (although some can be made to commence during the listing period as well). In all cases, there are important limitations and exclusions.



Closing

1. STARTING THE PROCESS

A sales contract is signed by the buyer and seller, and delivered to the closing agent, usually with a deposit check. The escrow is accepted by the escrow agent, often by written notation on the contract. The escrow agent starts the closing process by opening a title order. The file begins to be processed. Tax information, loan payoffs, survey (if necessary), homeowner/maintenance fees, inspections/reports, and hazard and other insurances as well as legal papers are ordered. A title search is ordered. Option fee is paid to seller.

2. Title search and examination

This is a search made of the public records. Records searched include deeds, mortgages, paving assessments, liens, wills, divorce settlements and other documents affecting title to the property. Title examination is the examination of the documents found during the title search that affect the title to the property. This is when verification of the legal owner is made and the debts owed against the property are determined. Upon completion of the search and examination, a title commitment/preliminary report is prepared, and reviewed and sent out to interested parties.

3. Document preparation and/or request to produce

The closing agent reviews the new lender's instructions and requirements, reviews instructions from other parties to the transaction, reviews legal and loan documents, assembles charges, prepares closing statements, and schedules the closing.

4. Settlement or closing the transaction

The escrow or settlement agent oversees closing of the transaction. The seller signs the deed and closing affidavit. Buyer signs the new note and mortgage. The old loan is paid off. Seller, real estate agents, attorneys and other parties present at the closing of the transaction are paid.

5. Post-closing

After the signing has been completed, the escrow or settlement agent will forward payment to any prior lender, and pay all parties who performed services in connection with your closing (if they have not been paid). The transaction documents are recorded in the county in which the property is located. Title insurance policies are prepared and sent to the new lender and to you. This all happens without any further actions by the buyer or seller.

MY ROLE

What you can expect from me as your listing agent

1. Treat all parties honestly.
2. Always ensure we keep a win-win relationship.
3. Respect your time, needs and finances.
4. Stay focused on satisfying your needs.
5. Communicate openly and frequently.
6. Represent your best interest in any and all negotiations.
7. Put your interest above all others, including my own.
8. Provide continuous comprehensive market information and recommend the best pricing strategy.
9. Help prepare your home for effective staging and showing.
10. Market and promote your home in a professional manner.
11. Proactively solicit multiple offers.
12. Withhold any confidential information that will affect the sale of your home.
13. Respond to and resolve all issues quickly and timely.
14. Follow up with other agents who show your home.
15. Provide post-closing information and consulting services, and assist you with all future real estate needs.

MARKETING & PROMOTION PLAN

Once your home is listed, I will initiate the following seven step marketing strategy:

1. Install Yard Sign
2. Place Home In MLS
3. Prepare Color Home Fliers
4. Advertise Home on Beneficial Websites
5. Notify Area's Top Agents
6. Hold Public Open Houses
7. Notify Area Neighbors



YOUR ROLE

What your agent expects from you

1. Keep home available, presentable, neat and smelling nice at all times.
2. Follow the agreed upon staging plan. (Once you have chosen me as your selling consultant, we will go back through the home and prepare it for showing.
3. Complete all repairs as agreed.
4. Keep yard mowed.
5. Keep all valuables and prescriptions in a safe place.
6. Leave home for all showings.
7. Don't discuss terms with buyers or their agent without me present.
8. Don't call other agents for feedback.
9. Be completely honest on the Seller's Disclosure.
10. Keep all marketing information displayed and inform me if it is running low.
11. Market your home to friends and acquaintances.
12. Inform me if leaving the home for more than one week.
13. Notify me immediately if your needs or expectations change.
14. Be brutally honest with me if you feel. I am not meeting your expectations.



*I really appreciate you entrusting me with the duty of selling your home. I enjoyed meeting and spending time with you, and I look forward to our journey in getting your home **SOLD!***

At this time you may be asking yourself, **“What comes next?”**

Here’s a checklist of our upcoming activities:

- Sign in the yard
- Implement exposure strategy
- Home showings
- Weekly feedback calls
- Offer received
- Solicit multiple offers
- Offer(s) presented
- Offer negotiated
- Offer accepted
- Title opened
- Repairs negotiated
- Option waived
- Closing set
- Bags packed
- Funds received



Thanks again, and if you need ANYTHING, Please don't hesitate to call.

The Wright Real Estate Group

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832-275-5739

