

We want to earn your business selling your real estate! Here are the reasons to list your property with PRIME today

What do you expect from a broker?

There are many reasons for selling a home. The reasons may be upsizing, downsizing, relocating or even purchasing a new home. Agents typically work long hours to sell property, and spend weekends at open houses and private showings. An experienced broker can provide you with a Comparative Market Analysis and meet with the seller to work on a sales and marketing strategy to sell a home within a reasonable timeframe. First, a broker must review the real estate and collect data on the subject property. An initial meeting helps the broker understand the seller's needs and allow seller to disclose the property and its condition to the broker or agent. A broker should understand the supply and demand of real estate and the current market conditions for selling real estate. Economical factors and location have a direct impact on properties marketability. A licensed appraiser can provide the seller with current market value for real estate. Most mortgage companies and lending institutions hire professional appraisers to assess the value of real estate. Brokers have the knowledge and expertise to market and sell your property to qualified buyers within the average time to market similar properties.

Selling your home

The key to success in selling real estate is hiring a qualified experienced broker, listing your property at fair market value and preparing the property for sale. PRIME will help you in managing the sale of your property, but most important we will provide you with sound advice on comparative market analysis and recent sales history of real estate in your area.

Take a moment to review our checklist in selling your property.

1. **Prepare for your meeting with a broker-** detailed information you have on your home is important in selling your home. Summarize your homes features, and potential problems along with any questions you may have.
2. **Appearance and first impressions- Buyers** first impression is a lasting impression. Prepare your home for sale, more specifically the entrance and interior of the home Bathrooms and Kitchens are the two most scrutinized rooms from buyers shopping for new homes. Keep is clean and tidy; it will help sell the property in a timely manner.
3. **Landscaping and exterior maintanance-** Property owners spend a lot of time outdoors and expectations of outdoor living have become increasingly popular in todays market. Keep the exterior maintanance clean, plant flowers and shrubs to increase the value of your property at a minimum expense.
4. **Check basic utilities before marketing your home** The plumbing electric and heatig system should be inspected before putting your house on the market. It is simple to replace bulbs, dripping faucets and clean the heating system to avoid unwanted home inspection complaints. Make sure all smoke detectors and carbon monoxide detectors are available in your home and installed to the local ordanances.
5. **Prepare for Open house home presentations** If you take a moment to review our Open House Sellers preparation, you will increase the sale and marketability of your home. Always lock up valuable items and make sure the property is clean inside and out. Keep it clean and roomy; pack up unwanted items for potential buyers to see how they can utilize the space in your home.
6. **A Clean Fresh new home scent.** Pets are great companions, but not good for open houses or buyers who do not own pets and are unfamiliar with pet odors. Deoderize, clean and sanitize all rooms of your home.
7. **Let the Agent do the work...and relax!**
When an offer is made, or price is discussed let us handle the sale. We will disclose all offers for your home and work with seller and buyers to sell the property
8. **Closing and Moving**
We will take the proper steps to assure all efforts are made to sell your property. In the event you are looking for a new property or need assistance moving, we can provide you with advice to make sure your experience with PRIME is a memorable one.

Seller's Disclosure

The broker is obligated to represent the seller in an agency agreement. The seller should properly fill out a form that discloses to the best of their knowledge the condition of the property being sold. In many cases the buyer will have a professional home inspector review the subject property, but it is common practice in the sale and marketing of real estate to have a seller's disclosure statement of the property to convey any conditions that may exist with the property to the best of property owner's knowledge. The broker or agent will use this document and have both the seller and buyer signoff before the property's Purchase and Sales Agreement is signed.

What price is right for your property?

This is one of the most important assessments a broker and seller has to decide when marketing a new property. In most cases the broker can provide the seller with a Comparative Market Analysis, which provides information on comparative properties sold in the market. When the seller and broker reach an agreement on the sale price a listing agreement or contract can be signed. If the seller and broker cannot properly assess a property, it may be recommended for a certified appraiser to professionally appraise a property and provide the information needed by the seller to get fair market value for the new real estate listing. If you understand the basic principle of value, there are a few important things to remember about marketing your property. The most important factor to consider is the location and timing of the sale. These factors historically have been important in real estate sales. Properties in prime locations are in demand, when the market is up, these prime locations are more desirable, and hence when the market is slow, or there are an abundance of properties on the market and interest rates are on the rise, then a prime location at an attractive price would be more preferable than a foreclosure or value property, but overall lower value does impact sales and buyers decisions. Historically properties have been investments with a positive increase in value over time. Sellers must adjust prices accordingly to the market trends and interest rates. We have a formula that may help you find the right price accompanied by our professional comparative market analysis. Contact us for more details.

Advertising and Marketing your property

The key to success in selling real estate is hiring the right broker, listing your property at fair market value and preparing the property for sale. We will help you in managing the sale of your property, but most important we will provide you sales advice, a comparative market analysis and personally help you prepare your home for perspective buyers. Our approach to marketing your property is quite different than the traditional real estate office. We take our time to carefully review and research the market, competitive properties and features of your property. There are many channels to advertising and direct marketing real estate, we focus on what we feel will produce the best results in selling your home. MLS (Multiple Listing Services) is one way to provide thousands of perspective buyers the images and specifications of your property. We list properties on MLS and other internet sites that focus on buyers needs. We also have a unique direct marketing program to offer consumers direct mailings of your real estate. Our office is fully equipped to make signage, brochures, flyers and other materials to sell your home without delays in waiting these advertising tools from external resources.

Ask us about our flexible commissions and the variety of sales and marketing programs that fit your individual needs.

Listing your Property with PRIME

The broker provides the seller with a listing agreement to authorize the sale of real estate. The listing agreement is a contract between the broker and seller. This contract forms an agency and is a binding contract to the terms and conditions set forth in the listing agreement. There are several types of listing agreements; the seller has options to market the property as an exclusive listing, or non exclusive listing. Most real estate offices prefer exclusive listing agreements because of the investment made on selling and marketing real estate. Attached is one type of listing agreement for your reference:

(SAMPLE)

EXCLUSIVE LISTING AGREEMENT

This is a legally binding contract between the undersigned Broker (Agency) and Seller(s). If not understood, consult with an attorney.

AGREEMENT made this _____ day of _____, 20____ between _____, BROKER (Agency) and _____, SELLER(s).

In consideration of the Mutual Covenants and Agreements contained herein, the SELLER(s) grants to the BROKER (Agency) the EXCLUSIVE RIGHT TO SELL the property owned by the SELLER(s) located at:

for the price of \$ _____ or at such price and terms as shall be acceptable to the SELLER(s), and to accept a deposit thereon to be applied on the purchase price.

This Agreement shall be exclusive for a period ending at midnight on _____, 20____, or unless otherwise mutually agreed to by both parties.

The LISTING BROKER(Agency) Agrees:

- A. To use reasonable efforts to secure a purchaser for said property in accordance with the terms of this agreement.
- B. To forthwith file the property for sale with the Southeastern Massachusetts Multiple Listing Service, Inc. and/or any other multiple listing service the AGENCY shall select and of which he/she is a member and to notify the Service of any termination, extension, or change in price of status of this agreement.
- C. To advertise the premises for sale at the AGENCY'S expense and discretion during the period of this agreement.
- D. To give the SELLER(s) a copy of any written agreement and offers from prospective buyers.

The SELLER(s) Agrees:

- A. To pay the AGENCY a fee of \$ _____ or _____ % of the total purchase price IF:
 1. The AGENT produces a purchaser during the term of this agreement or any extension thereof, ready, willing and able to buy in accordance with the terms of this agreement acceptable to the SELLER(s).
 2. The property is sold or exchanged or otherwise transferred through the efforts of anyone, including the SELLER, during the term of this agreement or any extension or renewal thereof, except in the case of an involuntary sale.
 3. If the property is sold, conveyed or otherwise transferred within 90 days (Protection Period) after the termination of this agreement, or any extension thereto, to anyone or any entity who has been introduced, to given information about, or shown the listed property prior to final termination of this agreement, provide the SELLER(S) has received notice in writing of same including the name of the prospect(s), before or within ten (10) days after termination of this agreement or any extension thereof. HOWEVER, the SELLER(s) shall not be obligated to pay such compensation if a valid listing agreement, in writing, is entered into during the term of such Protection Period, with another licensed real estate BROKER/AGENT even if the sale or exchange of the property is made during the term of said Protection Period.
- B. To SELLER(S) shall refer all inquiries and offers for the purchase of the listed property to the BROKER/AGENT
- C. The premises are owned by the SELLER(s) and he/she/they has/have the authority to sell the property described above.
- D. The SELLER(s) hereby authorize the BROKER/AGENT to file the property for the publication with the Southeastern Massachusetts Multiple Listing Service, Inc. or any other multiple listing services of which the BROKER/AGENCY is a member, and to notify the Service of any termination, extension or change in price or status of this agreement.

SELLER(s) AUTHORIZES BROKER/AGENCY AGREES:

- A. Yes No To enter into sub agency relationships in the marketing and sale of this property
 Yes No To enter in agreements to share the commission payable under this agreement to compensate subagents
- B. Yes No To work with buyers' agents in the marketing and sale of this property
 Yes No To enter into agreements to share the commission payable under this agreement with buyers' agents

Note: In order to file listing in MLS, at least one of the above elections to compensate must be made.

Agency and Owner each agree that this property is to be offered without regard to race, color, religion, sex, handicap/disability, familial status (families with children), or national origin, and a property disclosure document must be filed along with agency disclosures to market the above property.

WTNESS our hands and seals this day and year above written:

FOR SALE sign SELLER _____

Yes _____

No _____ SELLER _____

Internet Advertisement SELLER _____

Yes _____

No _____ BROKER _____

By (Agent / Broker) _____

Review and Acceptance of an Offer

The seller can let the real estate agent and broker handle the sale of the property. Once the property is on the market, the agent may schedule open houses and place the appropriate signage on the property and designated areas in the neighborhood. What does the seller have to do? The seller must look at all offers submitted to the real estate agent and respond to the offer made. The offer can be accepted, counter offered, or rejected and this can be reviewed with the help of your broker. Take a moment to review a typical offer form attached to this document below:

(SAMPLE)

OFFER TO PURCHASE REAL ESTATE

TO _____
(Seller and Spouse)

Date _____

Property identified as follows: _____

Special provisions of notes to seller _____

hereby offer to purchase the above property, which has been presented to me by _____
_____ as the Seller's Broker(s) under

the following terms and conditions:

I will pay therefore \$ _____, of which

\$ _____ is paid herewith as a deposit to bind this Offer

\$ _____ deposit to be paid upon the execution of the Purchase and Sales Agreement provided for below.

\$ _____ is to be paid at the time of delivery of the Deed in cash, or by certified, cashier's, or bank check(s).

\$ _____

\$ _____

\$ _____ Total Purchase Price

1. This Offer is good until 5:00 p.m. on _____ or before which time a copy hereof shall be signed by you, the Seller and your (husband) (wife), signifying acceptance of this Offer, and returned to me forthwith, otherwise this Offer shall be considered as rejected and the money deposited herewith shall be returned to me forthwith.
2. Shall be executed on or before 5:00 p.m. on _____ Purchase and Sale Agreement when executed, shall be the agreement between parties hereto.
3. A good and sufficient Deed, conveying a good and clear record and marketable title shall be delivered on _____ at the appropriate Registry of Deeds, unless some other time and place are mutually agreed upon writing.
4. If I do not fulfill my obligations under this Offer, the above mentioned deposit shall be forthwith become your property without recourse to either party. Said deposit shall be held by _____ as escrow agent subject to the terms

hereof provided however that in the event of any disagreement between the parties, the escrow agent may retain said deposit pending instructions mutually given in writing by the parties. A similar provision shall be included in the Purchase and Sale Agreement with respect to any deposit held under its terms.

- 5. The initialed riders, if any, attached hereto are incorporated herein by reference. Additional terms and conditions, if any:

NOTICE: This is a legal document that creates binding obligations. If not fully understood, please consult an attorney.

WITNESS my hand and seal

SIGNED: _____
(Buyer)

(Buyer) (home)
(work)

Address

Phone Numbers

This Offer is hereby accepted upon foregoing terms and conditions at _____ a.m/p.m. on _____, 20__

WITNESS my (our) hands(s) and seal(s)

Seller (or spouse)

Seller

RECEIPT FOR DEPOSIT

Date _____

Received from _____ Buyer the sum of \$ _____ as deposit
under the terms and conditions or above Offer to be held by _____ an escrow agent.

Executing a Purchase and Sales Agreement

Once an offer is accepted, the seller and buyer with the assistance of the broker can review the terms, any federal and local law along with a draft purchase and sales agreement. The signing of the Purchase and Sales Agreement is a legal and binding contract for the sale of the property. If the Purchase and Sales Agreement is not fully understood, it is recommended to consult with an attorney. The Purchase and Sales Agreement is a detailed document that will specifically state the terms and conditions of the transfer of the seller's property. Once the agreement is signed, the buyer has a right to inspection (typically ten days) and the seller must make the property available to the buyer at any reasonable time within the ten (10) day period. Once the inspection is completed, the buyer may have agreed to a finance or commitment from a lender for a specific amount to purchase the property. This should be completed in a timely manner. Most Purchase and Sales Agreements require a commitment or deposit from the buyer. It is recommended to retain at least three percent (3%) of the purchase price or a deposit that is substantial enough to show the seller the buyer is capable of financing the property and closing without any delay. It is our advice to have at least 14 days from the commitment or lender approval to closing. A HUDD statement will provide the seller and the buyer the closing cost details. The seller is responsible at the closing for fees (such as legal fees, local tax stamps, commissions to the broker, smoke certificates and other fees that may have been disclosed on the P&S agreement). Once your closing is scheduled, you are on track to prepare your move.

PRIME offers sellers FLEXIBILITY, COMMITMENT and RESULTS

We work with flexible commission plans and provide a detailed comprehensive comparative market analysis. We listen to our customer's feedback and are committed to selling real estate in Southeastern Massachusetts and Rhode Island. We specialize in commercial and residential real

estate. We educate both buyers and sellers on local and federal real estate laws along with all the documentation and materials needed for a fast and courteous closing. Call us today for a free consultation or visit us at www.primercp.com. We hope to leave a lasting impression on you and your family.

Sales Price and Commission due

Sale Price	Commission	4	5	6
\$200,000	Due to broker	\$8,000	\$10,000	\$12,000
\$250,000	Due to broker	\$10,000	\$12,500	\$15,000
\$300,000	Due to broker	\$12,500	\$15,000	\$18,000
\$500,000	Due to broker	\$20,000	\$25,000	\$30,000

“Southeastern Massachusetts and Rhode Island Lists with PRIME.”

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