

# The Carolina Success Team's 150 Step Home Selling System



- ▶ **STEPS 1–16:**  
Behind the scenes look at what we do to prepare for your marketing consultation.
- ▶ **STEPS 17–45:**  
What to expect during the appointment.
- ▶ **STEPS 46–88:**  
Getting ready to go on the market.
- ▶ **STEPS 89–103:**  
Ready, set go! You are live and on the market.
- ▶ **STEPS 104–143:**  
The fun begins — negotiation, escrow and closing.
- ▶ **STEPS 144–150:**  
What if the deal falls apart?



# What we do to prepare for your Marketing Consultation



Search public records including tax records, CRS, County Clerk's office to verify facts related to the property as well as the seller. This includes but is not limited to:

- 1.** Full legal name(s) of owner (s) with current mailing address
- 2.** Property reference location and description Book/Page/Block/Lot/ Sub-lot
- 3.** Recorded square footage
- 4.** Annual tax bill amount
- 5.** Sales and mortgage history
- 6.** Liens and encumbrances
- 7.** Schools serving the property
- 8.** Proximity to shopping, highways, entertainment
- 9.** Research active homes competing for the same buyers
- 10.** Research comparable homes that have received offers
- 11.** Research comparable homes that have recently sold
- 12.** Figure absorption rate in your area
- 13.** Compare the homes that have sold to the ones that haven't and analyze the differences including size, style, lot, condition, concessions, price per sq. ft. and list vs. sale price.
- 14.** Research and verify legal description of property
- 15.** Talk to other agents who have listings in the area.
- 16.** Pull old MLS listing info (If Applicable)

# What to expect during the Listing Consultation

17. Discussion in detail about your desires for the move and your ideal time frame to determine the best marketing plan that will help you achieve your goals.
18. Go over any improvements you have made to the property. A list for us and a second stating associated costs for you.
19. Information on what attracted you to the property, what you like both best and least.
20. Your opinion on what you think the property would bring in the current market.
21. Go over what costs are seller responsibility, when they are payable, how and to whom.
22. Go over with you what the market has been doing in your neighborhood, area, and city.
23. Talk about the facts and figures related to how buyers are finding their new homes quoting various sources.
24. Discuss what most Realtors do compare to what we do.
25. Discuss Agency Relationships and how they benefit you.
26. Go over the recent sales and pending sale activity with you.
27. Discuss your target market and how best to reach them.
28. Go over the best pricing strategy to reach your goals. Review our: **Exclusive Certified Pre-Owned Home Program.**
29. Discuss our 150 Step Marketing Plan designed to increase buyer demand and attract more offers for your home.
30. Confirm lot size by obtaining a survey from you if available.





- 35. If the property is rented, get a copy of all leases and verify rents and deposits. Notify tenants that the property is for sale and also how showings will be handled
- 36. Obtain showing instructions to be posted for all Realtors' information & get a list of all contact methods for you, in order of preference.
- 37. Go over all details of your property to fill out the data input sheet that will become part of your official listing.

- 38. **Certified Pre-Owned Home Program**  
Step 2. Schedule Inspections. Explain the benefits of having the major systems in your house pre-inspected to reduce your risk of any surprises. Identifying and repairing problems before the marketing process begins places you in control when negotiating with the buyer. This allows you to make repairs on your schedule and helps us negotiate from a position of strength.

- 31. If available, get a copy of the floor plan from you to be made available to other Realtors with the listing.
- 32. **Certified Pre-Owned Home Program**  
Introduce you to Step 1 of our exclusive CPO program: Order Marketing Appraisal. The most effective method of pricing your home is to have a professional appraisal by one of the most respected appraisal firms in the Upstate. Review copies of past appraisal(s), if available.
- 33. Get HOA paperwork filed out by you including all fees and contacts. Expect all buyers to ask for a copy of the restrictions, rules and regulations.
- 34. Obtain lead based paint disclosure, if necessary by law.

**32. Certified Pre-Owned Home Sale Program** makes our listings stand out amongst the competition and is designed to overcome hurdles upfront while attracting buyer's agents in the community



A Certified Pre-Owned Home Sale (CPO) packages three items that when combined, serve as a powerful proof of value for home buyers.

Three stage process: Professional Appraisal | Pre-Home Inspection | Home Warranty

**When your home is on the market with over 100 similar homes, differentiation that drives consumer preference can drastically drive up value.**

- 39. Go over the seller's disclosure with you and explain the necessity of filling out accurately to the best of your knowledge and why.
- 40. Go over details of where your move will take you and how The Carolina Success Team can help you.
- 41. If moving out of the area, go over how our professional network allows us to refer you to other top Realtors in the area you are relocating to.
- 42. Provide a list of preferred contractors and vendors you may need.
- 43. We schedule an Accredited Staging Professional (APS) consultation. The stager will consult and suggest any potential upgrades or improvements that would make your home stand out from the competition, yield a significant return on investment, and appeal to a broader buyer pool. ***The buyer's perception of value is created by how well you are able to make your home "stand out" in their mind, so we investigate any potential upgrades that would yield a significant ROI or speed up the home sale to meet our clients' goals. A Better "Value" equals a buyer will pay MORE Money for the property. Staged homes sell for 17% higher price on average\****
- 44. Discuss electronic lockbox benefits to increase showings and provides you with security of knowing who has access to and has shown your home. It also allows us to track showings and follow up to get feedback.
- 45. Explain how "Centralized KW Showing Service works to set up showings.

\*stagedhomes.com survey of over 3000 staged homes in the U.S. and Canada



# Getting Ready to be Put on Market

46. Complete all tasks from The Carolina Success Teams **"Guide to Preparing Your House to Sell"**
47. Set up a time to have professional high definition pictures and hd video taken of your property for your **"listing story board"**
48. Initiate pre-listing marketing plan
  - Add coming soon listing marketing to [CarolinaSuccessTeam.com/Coming-Soon](http://CarolinaSuccessTeam.com/Coming-Soon)
  - Pre-Market open house (if applicable)
  - Pre-Market social media marketing
  - Share with Keller Williams agents
  - Send coming soon email to ALL Realtors and potential buyers in The Upstate and beyond.
49. Place a FOR SALE and a 24/7 CALL SIGN in your yard.
50. Obtain a key and put it in a lockbox at or near your door.
51. **Certified Pre-Owned Home Program**

Step 3. Home Warranty. Explain the benefits of having a home warranty on your property to protect you during the listing period and the buyer for up to 12 months after.



46. Set up a time to have professional high definition pictures and video taken of your property.



**58.** Our Top Gun Marketing Program is designed to mobilize the other Top Producers in the community thus tremendously increasing traffic into your home.

- 52.** Enter property data from contract sheet to the MLS
- 53.** Write a professional description detailing the greatest features of your property of your property.
- 54.** Set up reverse prospecting on the MLS
- 55.** Make sure it is mapped correctly.
- 56.** Provide you a copy so you can proof read and add input.
- 57.** Submit property info to BOTH LOCAL Multiple Listing Services

Most real estate agents rely upon either the Greenville MLS or the Western Upstate MLS, unlike many realtors we promote our listed properties through both mls systems exposing your home to every real estate professional and buyer in the Upstate to help sell your property

- 57.5** Initiate our "**Top Gun Marketing Program**" Marketing Plan to promote your home to top Realtors & Agents.
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58. Scan and provide copies of all paperwork to you for your records.
59. Send email to all registered buyers in our data base looking for a property with the attributes yours offers.
60. Present your home to other realtors at office meetings.
61. Decide if your home is a candidate for an open house.
62. Prepare and design stunning brochures.
63. Prepare extra copies of the seller's disclosures.
64. Convey any listings changes to the MLS promptly.
65. Request then forward all feedback from showings of your property.
66. Keep you abreast of interest rates and possible marketing adjustments that may aid in a sale.
67. Notify you immediately of any offer, potential offer or needs related to the same.
68. Shoot HD Pictures
69. Shoot HD video of home for your **Listing Story Board**
70. Edit **walking tour video** creating one of the most dynamic marketing videos in the United States. See [www.CarolinaHomesTV.com](http://www.CarolinaHomesTV.com)
71. Review, professionally edit, adjust, and balance pictures.
72. Immediately upload all photos and video tours to the MLS.
73. Syndicate your listing to hundreds of websites.
74. Confim upload and "Enhanced Positioning" of pictures to [www.Trulia.com](http://www.Trulia.com) and [www.Zillow.com](http://www.Zillow.com).
75. Syndicate Videos to marketing partners some of which include:  
[www.DailyMotion.com](http://www.DailyMotion.com)  
[www.Metacafe.com](http://www.Metacafe.com)  
[www.Facebook.com](http://www.Facebook.com)  
[www.YouTube.com](http://www.YouTube.com)
76. Also these sites:  
Adicio  
[CashBackBids.com](http://CashBackBids.com)  
[DoDHousingNetwork.com](http://DoDHousingNetwork.com)  
[eLookyLoo.com](http://eLookyLoo.com)  
Equator  
[Foreclosure.com](http://Foreclosure.com)



Foursquare  
 FrtDoor  
 Google+  
 Homefinde .com  
 Homegain  
 HomeStat.org  
 Hot-Pads.com  
 Instagram  
 LinkedIn  
 ListedBy  
 Mitula Homes (USA)  
 MoveThatBlock.com  
 Nuroa.com  
 Pinterest  
 Point2 Homes  
 Realtor.com  
 Tumblr  
 Twitter  
 Vimeo  
 Zillow

*Based on popularity our team may add or delete websites to get the most exposure*

77. Upload walking tour to WWW.YOUTUBESUCCESSTEAM.COM
78. Post about your listing across multiple social media sites
79. Blog about your listing on over 15 sites to help increase SEO
80. Submit your home to Craigslist.
81. Daily re-search on most up to date marketing strategies for your listing
82. Create a URL code for your 24/7 sign.
83. Monitor Social Media Feedback
84. Provide a form that will help you prepare a utility cost sheet on your home in advance. Buyers will ask for that information.
85. Have our lenders prepare a financing shee with several methods of financing available on your home.
86. Please remove shoes or put on booties sign upon your request.
87. Follow up with agents who have shown your home.
88. Create specialized ADs to be posted on CraigsList and other sites promoting open houses and price reductions.
89. Prepare a monthly market analysis update on activity in your area.



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



**94.** Feedback, good or bad is essential to getting your home sold. You'll be able to take action immediately to help ensure that your home has its best face forward.



- 90.** Discuss marketing ideas with masterminds groups across the nation.
- 91.** Present listing and discuss potential buyers during weekly team meeting.
- 92.** Field any direct calls to screen potential buyers and protect you from lookie loos.
- 93.** Return all calls about listing available.
- 94.** We use an automated showing feedback system that solicits feedback from every showing. Additionally, we call all agents and contact you constantly with feedback and updates.
- 95.** Set up open house and staff it .
- 96.** If price is changed we send out a blast to previous showing agents.
- 97.** Discusses strategies if property is not receiving showing requests.
- 98.** We ensure that all showing instructions are being followed.
- 99.** Receive and review all offers to purchase contracts submitted.

- 100.** Contact buyer's agent to verify buyer's qualifications.
- 101.** Get a pre-approval letter or proof funds to accompany all offers.
- 102.** Go over any and all offer(s) in detail and discuss all options.
- 103.** Verify that buyer is pre- qualified by calling lender and reviewing qualifications.
- 104.** Call all potential buyers and their agents to alert of an offer.



# The Fun Begins Negotiation, Escrow and Closing



- 105.** Negotiate best price and terms as they fit your needs.
- 106.** Prepare and convey counter offers, acceptance or amendments to buyer's agent.
- 107.** Make sure Title Company gets a copy of the accepted offer.
- 108.** Record and promptly deposit Earnest money as noted on contract.
- 109.** Make sure you have a copy of the fully executed contract.
- 110.** Change MLS status to Pending
- 111.** Make sure buyer's agent receives a copy of the fully executed contract.
- 112.** Turn in all paperwork to be downloaded to paperless pipeline.
- 113.** Change MLS status to pending.
- 114.** Coordinate inspections which can include home, pest, radon and any others deemed necessary.
- 115.** Discuss expectations for what may be in the repair request
- 116.** Review buyer's repair request with you.
- 117.** Request a copy of the inspection report to discuss what the major issues could be if any
- 118.** Assist in negotiations of repair request.
- 119.** Keep in contact with lender and keep you updated on status.
- 120.** Supply list of respected contractors.
- 121.** Send accepted repair negotiations to lender to proceed with ordering appraisal.

- 122.** Follow up with lender on appraisal.
- 123.** Get your preferred closing date and try to coordinate with buyer and lender.
- 124.** Make sure all paperwork is complete for closing purposes.
- 125.** Make sure you receive a copy of the closing statement as soon as it is received
- 126.** Insure all parties know when and where closing will take place.
- 127.** Schedule buyer's final walk through with buyer's agent
- 128.** Supply buyer's agent with receipts of possible repairs completed.
- 129.** Review the HUD1 assuring all amounts are correct.
- 130.** Help explain what a HUD1/Closing Disclosure
- 131.** Order Title work
- 132.** Do any necessary paper work for unusual contract terms (It happens more times than not!)
- 133.** Make sure home warranty is provided for transfer at closing.
- 134.** Make sure escrow check is provided at closing
- 135.** Help negotiate timing of closing on the home you are selling with the one you are buying to make it a smooth as possible transition.
- 136.** Over communicate with you and the lender to ensure a smooth closing.
- 137.** Discus expected "move out" time frame with you.
- 138.** Assist in resolving any title disputes
- 139.** Remind seller to notify utility company to stop service and perform a final read.
- 140.** Attend closing with you.
- 141.** Change MLS to SOLD.
- 142.** Answer questions about filing any home warranty claims.
- 143.** Respond to any follow up calls and provide any additional information required.



# What If the Contract Falls Apart? What Happens???



"Unfortunately sometimes the deal can fall through for multiple reasons. In all our preparing we try to ensure this will not happen but if it does we are still here for you!"

- 144.** We will fill out all necessary paperwork
  - 145.** Get the release signed by all parties
  - 146.** Ensure the return earnest money deposit.
  - 147.** Re-Activate you listing from "pending" to "active" in all listing services.
  - 148.** Re-Call any backup offers / clients that showed interest in the property previously
  - 149.** Re-Push listing to all video and social media syndication sites
  - 150.** Go through contract negotiations with you again.
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# Congratulations!

# You Have Sold Your Home!



We hope you understand how important it is to have an advantage when selling your home. The Carolina Success Team is there for you around the clock! We are up to date on all of the latest market trends and technology and have a team to support all of your needs!





# What if You're Not Happy? What Happens???

## **Risk Free—Cancellation Guarantees\***

One of the biggest dilemmas when selling a home is deciding who to hire. Hiring the wrong realtor is risky because your home could end up sitting on the market for a long time without an acceptable offer. Your first offer is usually your best offer.

We guarantee that if you aren't completely satisfied with our customer service or our marketing efforts, then you have the right to cancel our listing or buyer's agreement contract by giving 30 days written notice.

Far too often we hear about sellers and buyers being "stuck" with a less than competent Realtor who have locked them into long contracts that they no longer want to be in.



Additionally,

### **No Advanced Fees of any kind**

You only pay if I procure an offer that is acceptable to you.

### **No Pressure presentation**

I will never allow you to be "pressured" by the buyer's agent. All will be faxed or delivered to my office and presented to you by us, so you can make your decision privately.

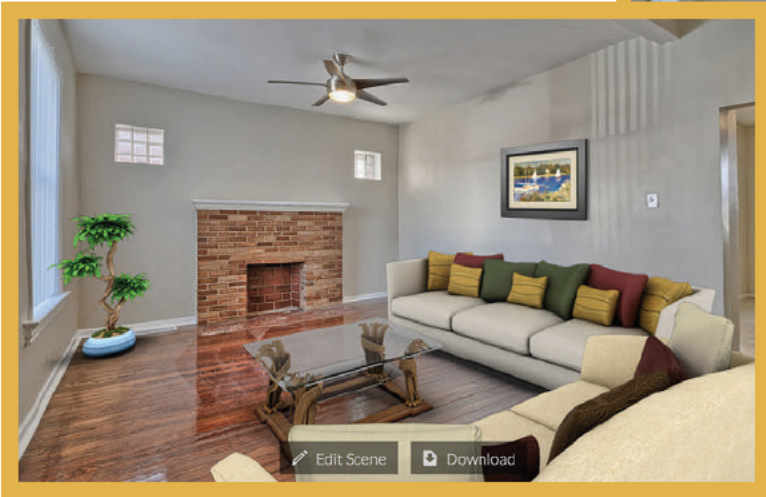
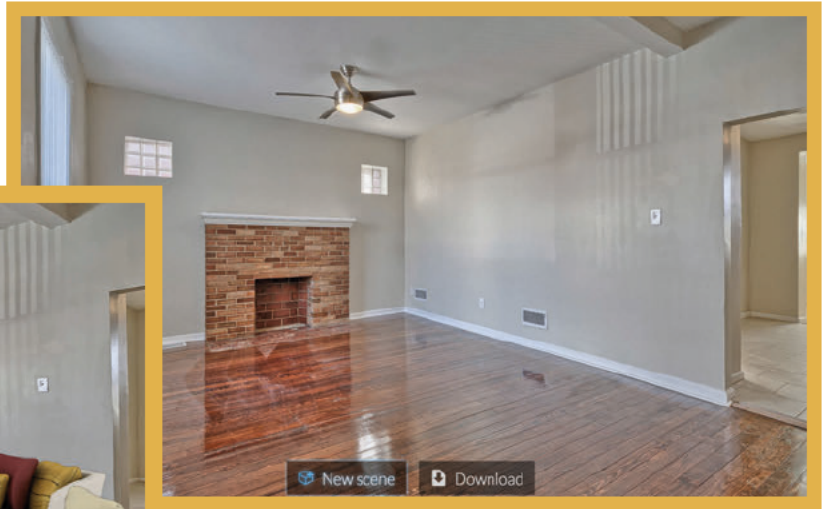
All of the services come with a 100% Risk Free Satisfaction GUARANTEE. You have absolutely nothing to lose and everything to gain when working with our team.

One Last Item...

Is Your Home Vacant?

We can now stage your home

VIRTUALLY!





## THE CAROLINA SUCCESS TEAM

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