

## **THE MAZZUCA Team's**

### **88 Step System to Get Your Home Sold Fast and For Top Dollar”**

1. Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agents on MLS printout.
2. Provide Home Audit to suggest constructive changes to your home to make it more appealing, to show exceptionally well and help it to yield the greatest possible price to an interested buyer.
3. Provide you with home showing guidelines to help have the home prepared for appointments. (i.e. lighting, soft music, etc.)
4. Obtain and verify accurate methods of contacting the Sellers.
5. Gather information to help assess the Seller's needs.
6. Assess the Seller's timing.
7. Assess Seller's motivation.
8. Assess the Seller's immediate concerns.
9. Ask Seller questions about the property and themselves to learn how to better serve and provide helpful information if needed.
10. Discuss Seller's purchase plans and determine whether Francis' team can assist them in their next purchase or if we can research and find a qualified agent to assist the Sellers in their new location.
11. Provide Seller with relocation information, if needed.
12. Determine how quickly the Seller needs to move.
13. Obtain information that will help Francis and his team to prepare the listing, advertising and marketing materials. Questions will include: What type of improvements have you done to your house in the past five years? What other features of your home make it attractive to buyers? (Type of cabinets, flooring, decks, pool, fireplaces, etc.) What do you think the home is worth? How much do you owe on the property?
14. Prepare seller by instructing them to gather home information: Encourage Seller to have copy of deed available. Encourage Seller to have a current tax bill available. Encourage Seller to have two sets of keys ready. One set of keys will be inserted in the lockbox; the other set will be kept at Francis's office in case there is ever a problem with the first set. Encourage Seller to have copy a survey available. Encourage Seller to have a copy of their title policy and survey available if they have them.
15. Electronically measure home/rooms for MLS printout.
16. Using the information gathered in the initial meeting and tour of the subject property, Francis will then do research to begin to determine the market value of the property.
17. Research competitive properties that are currently on the market.
18. Research competitive properties that have been withdrawn.
19. Research competitive properties that are currently under contract.
20. Research expired properties (properties that did not sell during their time on the market).
21. Research competitive properties that have sold in the past six months.
22. Call agents, if needed, to discuss activity on the comparable properties they have listed in the area.
23. Research the previous sales activity (if any) on the Seller's home.
24. Enter the Seller's name and address in Francis's computer system to keep Seller informed of market changes, mortgage rate fluctuations, sales trends or anything that may affect the value and marketability of their property.
25. Strategically price home to enable it to show up on more MLS Searches.
26. Prepare an equity analysis to show seller expenses, closing costs and net proceeds.
27. Explain the use of the Seller Property Disclosure Statement (TDS-11) that you will complete, that will be presented to the buyer of your home. This will help you avoid devastating setbacks and preserve your legal rights.
28. Take full color digital photographs of the inside and outside of your home for marketing flyers, advertisements and the Internet.
29. Electronically submit your home listing information to Paragon, EBRD, MAX, Solano Board for exposure to over 5,000 active real estate agents in the Northern California area.

30. Immediately submit digital photos of the interior and exterior of your home to the MLS at the same time listing is input allowing buyers and agents to view pictures when narrowing down homes they will actually tour.
31. Set up home Warranty, if you choose, to protect your home during listing period and for 12 months after the sale to reassure buyer of the quality of your home (See Document to Justify Higher Price).
32. Install hi-tech lockbox to allow buyers and their agents to view your home conveniently but does not compromise your family's security.
33. Write remarks within the MLS system specifying how you want the property to be shown.
34. Arrange Free 30-minute consultation with a financial advisor to go over details of transaction and financial consequences.
35. Search the MLS System for Realtors most likely working with interested and capable buyers matching your home, then fax or email copies of your home listing information for them to review immediately.
36. Maximize showing potential through professional signage.
37. Install Keller Williams sign in front yard when allowed by Home Owners Association.
38. 800# sign rider when allowed by Home Owners Association.
39. Create compelling "teaser" flyer to stimulate calls on your home.
40. Target market to determine whom the most likely buyer willing to pay the highest price will be.
41. Discuss marketing ideas with "Mastermind" group of top Realtors from across country.
42. Set up a 24-hour 800# hotline message for your home to allow buyers to access your information at their convenience, morning, noon and night.
43. Give home unique ID # to allow information on home to be accessed 24 hours 7 days a week – also allows our Team to track and record interest on home from different sources and publications.
44. Enable option to "press zero" for direct connect to speak to someone personally about property.
45. Enable a fax back feature with this, so the buyer can have property and financing information faxed to them without delay.
46. Create a property brochure of features and lifestyle benefits of your home for use by buyer agents showing your home. This will be prominently displayed in your kitchen or dining room.
47. Make info box available under "For Sale" sign making feature sheets available to those passing by.
48. Use other marketing techniques; such as offering free reports to multiply chances of buyers calling in, discussing, pre-qualifying for and touring your home.
49. Help Seller prepare the Homeowner's Information Sheet which includes information on utilities and services the buyer will need to know when transferring after closing.
50. Prepare a financing sheet with several financing plans to educate buyers on methods to purchase your home.
51. Create a custom "Home Marketing Book" to be placed in your home for buyers & buyer's agents to reference home features, area map, plat/lot map, floor plan (if available), tax information, and other possible buyer benefits.
52. Place advertising in the Walnut Creek Review magazine – distributed free throughout northern California.
53. Place advertising in the Chronicle & Contra Costa Times
54. Advertise home to my VIP Buyers as well as all qualified buyers in my database.
55. Create an online Internet property feature page at [www.FrancisMazzuca.com](http://www.FrancisMazzuca.com).
56. Submit a crisp, clean digital montage of photos complete with personally written remarks detailing your home - available to hundreds of millions of people via my website at [www.FrancisMazzuca.com](http://www.FrancisMazzuca.com) and linked to several other sites.
57. Create an online property feature sheet on [www.Realtor.com](http://www.Realtor.com), [www.KW.com](http://www.KW.com), Yahoo! Classifieds.
58. Create an online property feature sheet on [www.KellerWilliams.com](http://www.KellerWilliams.com) company web site.
59. Distribute flyer to other agents in my KELLER WILLIAMS offices. KELLER WILLIAMS agents are the highest producing agents in the world.
60. Promote your home by distributing flyers and brochures to local lenders and local Chamber of Commerce to send to those relocating to our area.
61. Deliver copies of advertisements and marketing material of your home to you for your review.
62. Promote your home to top Realtors in North California area Real Estate Offices.
63. Put Home on CCRIM (Contra Costa Realtors in Motion) tour or Delta Board Tour (As Appropriate) Run Broker tours Either Tuesday or Thursday
64. Log in all home showings to keep record of marketing activity and potential purchasers.

65. Follow up with **all** the agents who have shown your home via fax back showing report and voice mail to answer questions they may have.
66. Make forms available to entice other Realtors to fax back buyer impressions on showings of your home.
67. Send a personalized letter to residents in your immediate neighborhood promoting the features and lifestyle benefits of your home. Often neighbors know of friends or family members who are thinking of moving into the neighborhood.
68. Prepare a bi-weekly market analysis update of any activity in your neighborhood (i.e.: new homes on the market, homes that have sold etc) to keep you informed about key market conditions within your area.
69. Pre-qualify all buyers whom our Team will bring to your home before showings to avoid wasting your time with unqualified showings and buyers.
70. Discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing on the sale.
71. Provide Open Houses with a representative to answer questions as needed
72. Cancellation Guarantee. 100% Satisfaction GUARANTEE.
73. Handle paperwork if price adjustment needed.
74. Receive Offer (if coming from another agent) and review important details of contract to determine best negotiating position.
75. Educate & explain all aspects of the legal sales contract, all counter offers, lead based paint, verify and follow up with the agents, verify prequalification, verify earnest money deposit.
76. Negotiate highest price and best terms for you and your situation.
77. Francis is a *Devoted full time REALTOR®* - not a part time real estate agent. Francis is an e-PRO Certified Internet Professional, a MCSE, Member of Women's Council of Realtors, Sergeant at arms with CCRIM and advisor to Contra Costa Board of Realtors. This level of education is like having a Ph.D. in Real Estate.
78. Highly trained office staff to process & track entire closing process.
79. Coordinate scheduling of appraisal and supply comparable sales if needed.
80. Coordinate scheduling termite inspection.
81. Coordinate scheduling of Home Inspection with other REALTOR and handle contingencies if any.
82. Coordinate and review with you any buyer requested inspections and assist cooperating agent with any problems that may arise relative to your home and the sale.
83. Coordinate financing, final inspections, closing and possession activities on your behalf to help ensure a smooth closing.
84. Set up Final Walk through of your home for buyers and their agent.
85. Assist in scheduling the closing date for you and all parties.
86. Arrange possession and transfer of home (keys, warranties, garage door openers, community pool keys, mail box keys, educate new owners of garbage days/recycling, mail procedures etc.).
87. Send letter with picture of your new home on it - delivered to 20 friends/family giving out change of address.
88. Help you relocate locally, or out of area with highly experienced KELLER WILLIAMS agents across the globe - you are sure to have the highest quality agent to help you on both sides of your move to make it worry and stress free.

Is there any question why *The MAZZUCA Team* often sells homes for **99%** of asking price with as little as 30 hours on the market? Compare this to the local agency averages and you can see why this “88 Step System” is so effective.

### ANY QUESTIONS?

Call Me at **(925) 381-5624**

Or

Email: **Me@FrancisMazzuca.com**