

# The **Echols** Team: A Better Way To Sell Your Home

*Will my home really sell? Will it sell quickly? Can I get the money I need out of it? Will I receive qualified, expert representation?*

These are just a few of the questions you'll probably have if you're planning to sell your home. After all, putting your home on the market is a serious step. It's natural to want to go about it as efficiently and effectively as possible. And it's important to select a broker and agent team committed to serving you; a team who can **sell your home quickly**, for as **much money as possible**. That's what the **Echols Team Home Marketing Plan** is all about.

The **Home Marketing Plan** is an aggressive, step-by-step program that combines effective, sensible home-marketing methods to generate maximum market exposure and sell your home successfully. For years, the Echols Team has been helping the people of this area successfully sell their homes. And we credit much of our success to our Home Marketing Plan.

## **The Echols Team** **Home Marketing Plan**

- 1. COMPETITIVE MARKET EVALUATION** - The ECHOLS TEAM will provide an analysis of your home's current market value, supported by the most recently available sales data. We begin with our unique statistical market analysis, as every neighborhood has its own 'numbers story' to tell.
- 2. MARKETING CONSULTATION** - An expert analysis of the current area marketplace will be done and a recommended strategy implemented for attracting buyers, and then selling your home quickly and for the best price possible.
- 3. "TIPS TO GET YOUR HOME READY TO SELL"** - Many times a small investment in time or money will help you sell your home. The ECHOLS TEAM can provide you the staging and repair tips that should help you get the most from the sale of your home.
- 4. MLS EXPOSURE** - All serious home buyers depend on the MLS for a comprehensive overview of all available homes in the area. During the listing period, The ECHOLS TEAM will list your

home in the Austin area MLS in the most positive manner. We take our own photos, to ensure the home has its best foot forward, and complete the appropriate MLS data fields to ensure all the features and benefits of the home are included and promoted. The listing will also be on AustinHomeSearch.com, and several national real estate web sites.

**5. VIRTUAL TOUR** - Some properties have features, spaces, and décor that make them a candidate for virtual tours, to be placed on the Internet and in the MLS.

**6. SIGNAGE** - A highly visible and attractive ECHOLS TEAM "For Sale" sign, with both office and home phone numbers for around-the-clock availability, will be placed on the property.

**7. PERSONALIZED FLYERS** - A high-exposure brochure with photos and the highlights of your home will be provided to interested, qualified buyers who haven't seen the house, buyers that tour the house, and area REALTORS®. Your input will help compile the information for this brochure, since you best know the special features/benefits of your home and neighborhood. We can provide you electronic versions of the materials, if you

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want to forward them to friends and neighbors.

**8. REAL ESTATE MAGAZINE** – your listing will be advertised in the monthly Keller Williams' *Central Texas Premier Homes* color magazine, with a local distribution of over 20,000.

**9. MATERIALS IN THE HOME** – We prepare a binder for the home, containing area/neighborhood amenity and school information, plus tax and MLS datasheets.

**10. AGENT SHOWING FOLLOWUP/ FEEDBACK** - When an agent enters your home via the MLS lockbox, the entry is registered with the Austin Board of Realtors. The ECHOLS TEAM will receive an email showing the agent's information and time of showing. We will email and call the agent to request feedback on what the buyer and agent thought of the property. Comments of significance will be provided to you.

**11. OPEN HOUSES** - The ECHOLS TEAM will consult with you on the best type of Open House for your home, how it should be handled, and when. After the open house, we will provide you any comments that might help you sell your home more quickly.

**12. REALTOR® OFFICE TOURS** - The ECHOLS TEAM will register the listing to be on REALTOR® tours. The timing of the tours depends on when the listing goes on the market and the timing of when each office tours your area. A member of the ECHOLS TEAM will be present at your home during each tour to answer questions and encourage agents to bring their clients back for a showing.

**13. BUYER QUALIFICATIONS** - The ECHOLS TEAM will take the steps necessary to determine if an interested buyer is potentially qualified to buy your

home. We will attempt to ensure the buyers can complete the purchase.

**14. NEGOTIATION ASSISTANCE** - The ECHOLS TEAM is able to give impartial answers to questions from both buyers and sellers, so the opportunity for the best possible agreement and transaction can be realized in the shortest amount of time.

**15. CONTRACT EXPLANATION** - The ECHOLS TEAM will provide you with an explanation of each contract presented to you, and attempt to ensure you understand the implications of the terms offered by the buyer.

**16. FINANCING ASSISTANCE** - The ECHOLS TEAM can give you a review of market rates and financing options available, so you are aware of what buyers will likely be attracted to and what financing they might require.

**17. COORDINATION OF TRANSACTION TO CLOSING** - The ECHOLS TEAM will provide you a detailed list of the main milestones of the transaction, highlighting activities you will need to take care of. We will work with you to negotiate any repairs or other terms, during the buyer's 'option period'. We will maintain contact with you, the other agent, and the title company to ensure a smooth closing is achieved on time.

**17. REPRESENTATION AT CLOSING** - The ECHOLS TEAM will provide you with professional services until you have your closing proceeds in hand. We will review the preliminary closing forms from the title company and provide any changes to ensure a correct funding. We are proactive in resolving problems and answering questions that can delay a closing. And, after your move, we'll stay in touch to see how you are doing.