

Business Plan

for the sale of

11614 Regent Street

Mar Vista

Mission: To get this property SOLD for the highest possible price, in the shortest possible time frame while minimizing the stress for the seller.

Reports / Policies ordered:

The following will be ordered upon listing the property. All reports will be reviewed upon arrival, copies delivered to Seller and later to Buyer.

- Home Warranty Policy purchased for Listing and Escrow periods
 - Protects you against certain problems that may occur in the Heating, Electrical, Plumbing systems and certain appliances.
- Title Report (reviewed upon arrival)
 - Informs of any liens against the property, recorded easements, legal title and other important information
- Natural Hazards Report (reviewed upon arrival)
 - Indicates if home is in an officially designated Earthquake, Flood, Liquefaction, High Fire Hazard zone or other environmental hazard zone designated by the State of California.
- Building Permits (reviewed upon arrival)
 - Permits on file with the City's department of Building and Safety.
- Insurance (C.L.U.E.) Report
 - Indicates any insurance claims made in connection with the property during the last five years
- Pest Control Report
 - Indicates termite infestation and dry rot issues on property
- Regulatory Compliance Inspection
 - Determines what, if any modifications are needed to comply with city and state regulations. This includes water heater strapping, working smoke detectors, impact hazard glazing on glass doors, and in some

municipalities other issues such as water conservation measures and gas shut off valves.

- An estimate for such modifications will be delivered to Seller
- I will coordinate contractor to ensure that modifications are completed before close of escrow

Photography & Marketing Preparation

- I will hire a professional photographer and meet them at the property in order to direct the photography.
 - I will review the photos after they have been digitally processed (“photoshopped”) by the photographer and coordinate any needed touchups.
- I will work with our marketing department to layout the full page color ads and flyers for the property.
- I will reserve ad space in publications such as the Los Angeles Times and the MLS Open House Guide
- I will oversee the design of full color, oversized postcards
- I will oversee the design of full color flyers to be used for Open Houses and for direct distribution to agents
- I will oversee the design of an e-flyer for email distribution

Documents explained, reviewed and completed with you:

- Agency Relationships Disclosure
- Transfer Disclosure Statement
- Affiliated Business Arrangement Disclosure
- Seller Inspection Advisory
- Keller Williams Addendums
- Earthquake Hazards Disclosure
- Gas Shut Off Valve / Low Flow Toilet Ordinance Disclosure
- Insurance Claim Disclosure
- Investment Information Advisory and Release
- Lead Based Paint Disclosure

- Mold Disclosure
- Disclosure and Consent for Representing More Than One Buyer/Seller
- Seller Statutory Disclosure
- Agent Visual Inspection Disclosure
- Statewide Buyer and Seller Advisory
- Water Heater & Smoke Detector Requirement Disclosure
- Seller Property Questionnaire

Initial Marketing campaign:

Internet advertising:

- Property listed on the Multiple Listing Service
- Property listed on TheMLS.com
- **Property marketed through hundreds of internet websites worldwide**
- Property advertised on KW.com
- Property advertised on “KW Alerts” distributed to all KW Agents.
- Property advertised on **Homes4Marlene.com**
- Property advertised on **Realtor.com**
- Additional photos added to MLS and Web sites

Print Advertising:

- Display advertising in **Los Angeles Times**
- **Full Page Color** advertisement in the MLS Weekend Open House Guide
- **Full Page Color Spread** Advertisement in MLS Open House Guide
- Advertised in Keller Williams section of **Los Angeles Times**
- “Showcase Advertisement” in listing section of MLS Open House Guide and MLS Weekend Open House Guide

Other Marketing:

- Marketing flyer delivered to mail boxes of **over 3,100 real estate agents** promoting the property and upcoming open houses.
- Sign placed in front of the property

- Personalized emails delivered to over 2500 local agents informing them about the property and the upcoming Open Houses
- Passionate, tenacious and relentless personal promotion of your property to other agents in person and over the phone
- Direct mail color, oversized, postcards sent to over 1,000 homes

Open Houses:

- Sunday Open House 1-4 PM (adjusts to 2-5pm during daylight savings time)
 - Extensive directional signage throughout neighborhood
 - Advertised on Keller Williams “Open House” page of Los Angeles Times
 - Directed emails to agents reminding them about Open House
 - Every prospective buyer greeted and signed in.

 - Follow-up calls on Monday to interested buyers who attended Open House
 - Open House advertised in Multiple Listing Service
- Tuesday Broker Caravan – 11-2 (Serving Lunch)
 - Property advertised Open on all internet sites
 - Directed emails to agents reminding them about Open House
 - Follow-up calls to interested agents who attended Broker’s Caravan
 - Broker Caravan advertised in Multiple Listing Service

Continuing Marketing as needed:

- Weekly picture advertisements in The MLS Open House Guide.
- Advertisements in Keller Williams section of Sunday Los Angeles Times.
- Additional Broker’s Caravan & Sunday Open Houses as desired.
- Additional marketing as needed to promote Caravan & Sunday Open Houses.

In general throughout listing period:

- All calls from interested brokers and principals returned promptly
- All interested parties taken seriously and treated accordingly
- Constant verbal promotion of the property to other agents
- Constant verbal promotion to buyers
- **Relentless** protection of your negotiating position
- Consistent updates regarding the marketing and interest in the property.

Upon receiving offer(s):

- I will step through the purchase contract with you the Sellers
- I will contact Buyer's loan broker (if warranted)
- I will draft Counter-offers carefully to protect you.
- I will verify Proof of Funds sufficient to close escrow
- I will ensure that all pertinent disclosures and reports are delivered to Buyer upon acceptance of offer or with counter-offer.

During escrow:

- I will verify delivery of deposit check from Buyer's broker to Escrow (due within 3 bus. days of acceptance).
- I will review draft of escrow instructions
- I will coordinate logistics with Buyer's loan broker throughout transaction
- I will coordinate with appraiser to provide any needed information and to make sure that appraisal goes as smoothly as possible.
- I will ensure that all legally required documents for transaction are properly completed
- I will give you regular updates of market activity