

Property Profile

Re:

To make our time together most productive and effective, please have the following ready at the time of our next meeting. Not all will be applicable or easily accessible, but do what you can as soon as possible, and as thoughtfully as feasible.

ABOUT YOU:

Indicate best times and, if applicable, worse times, to reach you. Who would you prefer I communicate with. Whose name(s) must be on any formal documents?

Home:

Work:

FAX:

E-mail:

Cell:

Forwarding address

What are your Pets names and habits? Should I stop by while you are not home to pick up cards or replace flyers, are there habits I should be aware of? Are they friendly, likely to shoot for the door as soon as it is opened, afraid of strangers, where are their treats?
(May I give them one?)

Are there Neighbors I should be aware of? Extra nice ones you want to keep informed, extra snooply ones I should avoid? Ones that have a copy of your house key? Ones who may have special interest in owning your home for themselves or a friend/family member?

May I have a copy of your neighborhood directory? Often they are a great source of folks who have friends they would also like to have as neighbors.

ABOUT THE HOUSE:

I would like to have copies of the following items. If you pull them together I will make the copies and return the originals to you quickly. Not all items will apply.

- ▶ Age of home
- ▶ Title policy for the house
- ▶ Most recent property tax bill
- ▶ Survey
- ▶ Mortgage information – contract number, lien holder name and phone number
- ▶ Any appraisal less than one year.
- ▶ Home Owner Association information: amount, who it is paid to, and what the fees cover yearly.
- ▶ Declarations, covenants, deed restrictions that apply to your community.
- ▶ Details on any special assessments either due or being considered by the community.
- ▶ List of repairs or improvements made to the property, invoices if available. (For instance, if roof was replaced, give date of replacement and, if under warranty, that information also.)
- ▶ Lien waivers for any work done by a contractor in the past year.
- ▶ When was the fireplace (s) last cleaned?
- ▶ Is the home under a termite bond? If so, what type (retreat or retreat and repair) and when does it renew?
- ▶ Complete the attached form indicating monthly/yearly costs for the home's utilities and name vendor.
- ▶ Complete the attached Personal Property Disclosure form. Please note: items checked in paragraph 12 are items that your ARE leaving with the house. Not ones you will consider leaving or plan NOT to leave.
- ▶ If the community has one trash vendor, please supply name, day of pick up(s) weekly and cost monthly.
- ▶ Details please on any of the following: septic tank, well, swimming pool and equipment, hot tub, fountains or fish ponds, sprinkler system, security system or whole house water treatment system.
- ▶ Tell me also about perennials planted, when they bloom and types of trees and grass if known.
- ▶ Are there any "issues" regarding the sale of the property that might cause distress for either you or a future buyer?
- ▶ Please provide me with 2 front door keys – one for the lock box and one for my use.

► Do you wish to participate in the Fast Track program and have a home inspection, appraisal and repairs done at the beginning of our marketing period?

I appreciate that I am asking you to supply a lot of information. Please understand that my job to market your home starts with being fully **knowledgeable** about the property. If there are challenges, it is better for me to know about them so that we can address them before they become an issue with a potential buyer. And more importantly, if there are features, I want to be certain to highlight them appropriately.

Thank you.

I Do “HOUSE” Work!

How My Real Estate Commission is divided



First I share **50 %** of the commission with the Selling Agent
They in turn split that amount with their company



The other **50%** is split with my company



The Portion that I earn **1st** first covers my taxes as a sole proprietor or approximately
50% when including Federal, State and Local



What remains first covers the expenses I have incurred in marketing and selling your
property

(Money I have put to work for you before a Buyer is found!)



Flyers

Direct Mail

Photography

Artwork/Design

Buyer Take-aways

Website placements

Open House expenses

Classified Advertising

Postage/courier or overnight

Signage, lockbox & flyer box

Custom presentation – PowerPoint, Publisher,

PhotoStory, Video Presentations, custom websites



Then I spend **\$\$** to build my market share in the industry through technology, education
and professionalism in order to assure my clients they have hired the BEST!



Telephone, FAX, Computer, web sites, pager, cell phone

Education, Dues and Subscriptions

Supplies & specialized software

Legal & professional fees, insurance,

Car expense



The rest? I spend frivolously!