



## PUT THE MCCARTER HOME TEAM TO WORK FOR YOU!

**Diane McCarter**

**508-320-1035**

**Diane@McCarterHomes.com**

### **Who We Are:**

I have assembled a Team of the highest quality, full time, Keller Williams Realty professional to meet and surpass your every expectation. Guided by my extensive experience in managing REO, DIL and Short Sale properties, my team is ready to act quickly. Over and above the abilities of many, my team can communicate effectively in 7 languages: Vietnamese, Ukrainian, Chinese, Farsi, Spanish, Portuguese and English.

### **What We Do:**

The McCarter Home Team has one goal: To get your property to closing as quickly as possible with the highest net gain. My Team achieves high performance in many areas, such as, DOM, CFK, Trash Out and BPO accuracy. In fact, my average final sale price is 91% of my initial BPO, frequently falling within a single digit percentage difference from list to sale price. With my positioning and pricing strategies, there are often multiple offers which are conveyed immediately. But we don't stop there. Even after we have secured an accepted offer, I will continue to market the property aggressively to obtain back up offers. I am consistently in contact with the Asset Manager to provide expertise and insight into the particular market, property and buyer. We make deals happen.

### **How We Make It Happen:**

**Make it Sellable:** Let me do the leg work! I will arrange for utility services and obtain bids for clean up and repair. With an array of fully licensed and insured vendors at my disposal, I am able to address most issues quickly including inspections, rekeying and securing properties, as well as, more complicated issues like removal of hazardous waste, disposal of hidden underground oil tanks, removal of asbestos, testing and re-engineering of septic systems and well-water systems. My experience even extends to deed restrictions and structural engineering. Sometimes, the greatest skill is recognizing when some repairs will not result in an appropriate return. On occasion, however, the most valuable asset I bring to the table is a caring and empathetic manner in which I can communicate with home occupants. This affords me great success in getting an agreement signed for CFK.

**Marketing:** I personally photograph your property and provide you with a copy of each high-quality digital photo. Greater Boston Real Estate Board statistics show that 90% of all buyers find the home they purchase on line first. To that end, I have a number of websites and enhanced listings with Realtor.com which brings your property to the top of search results. Additionally, all listings are entered into MLS and the Keller Williams Listing System which posts them to a vast array of websites (see the attached flyer). Perhaps even more important, I have direct contact with a network of investors with whom I have worked in the past. My "This Month in Real Estate" campaign keeps me top-of-mind with my clients, driving them to my website where they will view your properties.

**Signage and Showings:** Your listing is treated with respect. No padlocks and disposable signs nail through siding! Your property will have my full For Sale sign on an attractive post in a highly visible position. Lock will be professionally rekeyed and a lockbox will be in place. For ease of showing, my team will further ensure that electricity is on and snow and ice have been removed. Showing appointments and feedback will be personally handled by my team so we are able to monitor who has accessed the property.

**BPO Preparation:** BPOs may be prepared at several times throughout this process. It is imperative that the property information be, not only accurate, but that details are provided that paint a true picture of the listing. In addition to accurate, descriptive information, I am always available to provide insight into specific markets as needed.

### **What Happens: WE GET THE JOB DONE!**



### Extended Marketing Reach

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search Websites.



DIANE MCCARTER • 508-320-1035

Diane@McCarterHomes.com • McCarterHomes.com

# Agent Scorecard Report

Mccarter, Diane  
 KELLER WILLIAMS REALTY  
 WRENTHAM, MA  
**Agent Code**  
 6432

## Potential Points Earned

5	Maximum Achieved
4	Exceeds Expectation
3	Meets Expectation
2	Improvement Needed
1	Significant Improvement Needed
0	Does not meet expectation

**Grade**

**4.50**

**Report Date**  
 02/26/2012

### Broker Price Opinion

### Potential Points Earned

	> 95% = 5	<94.9%-85%>=4	<84.9%-80%>=3	<79.9%-70%>=2	<69.9%-60%>=1	<59.9%-0%>=0
<u>BPO Count</u>	<u>BPO On Time</u>	<u>BPO On Time %</u>	<u>BPO WF Goal</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>
3	3	100	80%	5	15%	0.75
<u>Drive By BPO</u>	<u>Drive By On Time Count</u>		<u>Interior BPO</u>	<u>Interior BPO On Time Count</u>		
0	0		3	3		

Measure percentage of BPO's completed on time - Listing Agent Only BPO's - Fee based BPO not included in calculation

### Financial Relocation Assistance

### Potential Points Earned

		<div><div>&gt; 85% = 5</div><div>&lt;84.9%-65%&gt; = 4</div><div>&lt;64.9%-55%&gt; = 3</div><div>&lt;54.9%-35%&gt; = 2</div><div>&lt;34.9%-20%&gt; = 1</div><div>&lt;19.9% - 0%&gt; = 0</div></div>					
<u>No Completed Evictions</u>	<u>Lock Out Count</u>	<u>FRA Count</u>	<u>FRA Success %</u>	<u>WF Goal</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>
1	0	1	100	55%	5	20%	1.0

Measure FRA success count as a percentage of ( FRA's + lock outs ) of occupied only properties

### Trash Out

### Potential Points Earned

	< 1 -2.9 > days = 5	< 3 - 4.9 > days = 4	5-5.9 days=3	<6-7.9> days= 2	<8 - 9.9 > days = 1	< 10+> days = 0
<u>Trash Count</u>	<u>Average Trash Out Days</u>	<u>WF Goal Days</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>	
0	0	5 Days	0	10%	0.0	

Measures Days Taken to Remove Trash

### Days on Market

### Potential Points Earned

	<44.9 days = 5	<45-59.9> days = 4	<60-65.9> days = 3	<66-85.9> days= 2	<86-119> days = 1	<120+ days = 0
<u>Count</u>	<u>Average Days On Market</u>	<u>WF Goal Days</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>	
Average Sold	2	31	60 Days	5	15%	0.75
Average Active	1	9	60 Days	5	15%	0.75

Measures days from list date to [contract/current] date on [sold/active]

### Sales Price to Initial BPO

### Potential Points Earned

	<100-102.9%>=5	<103%-107%>= 4	<107.1-110%> = 3	<110.1-113.9%>=2	<114-116.9%>=1	<117+%= 0
	<96%-99.9%>= 5	<92%-95.9%>= 4	<90%-91.9%>=3	<85% - 89.9%>=2	<80%-84.9%> = 1	<79% 0%>=0
<u>Broker Average</u>	<u>WF Goal</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>		
85.00	90-110%	2	15%	0.30		

Measures sale price as a percentage of Initial Interior BPO

### Owner Occupied Buyers

### Potential Points Earned

Measures Sales % to owner occupant buyers	>85%+=5	<66%-84.9%>=4	<60%-65.9%>=3	<40%-59.9%>=2	<16%-39.9%>=1	<15.9-0%>=0
<u>Sold Count</u>	<u>Owner Occupant Sale</u>	<u>% of Owner Occupant</u>	<u>WF Goal</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>
2	1	100.00	60%	5	10%	0.5

\* Agents must indicate if the property is owner occupied in the drop down box of the of the offer received task. Failure to do so will adversely affect your score

### POINT TOTAL:

**Score** 4.05 **Weighting** 90% **Grade** 4.50

### Agent Summary

*This section is informational only. It doesn't affect your Score*

<u>Joint Venture</u>	<u>% Fallout</u>	<u>BPO Declined Count</u>	<u>Properties Declined</u>
No	0	3	4

## Agent Scorecard Report



**Report Date**  
01/30/2012

Mccarter, Diane  
KELLER WILLIAMS REALTY  
WRENTHAM, MA  
**Agent Code**  
6432

### Potential Points Earned

5	Maximum Achieved
4	Exceeds Expectation
3	Meets Expectation
2	Improvement Needed
1	Significant Improvement Needed
0	Does not meet expectation

**Grade**

**4.20**

### Broker Price Opinion

#### Potential Points Earned

> 95% = 5	<94.9%-85%>=4	<84.9%-80%>=3	<79.9%-70%>=2	<69.9%-60%>=1	<59.9%-0%>=0
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<u>BPO Count</u>	<u>BPO On Time</u>	<u>BPO On Time %</u>	<u>BPO WF Goal</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>
2	2	100	80%	5	15%	0.75
<u>Drive By BPO</u>	<u>Drive By On Time Count</u>	<u>Interior BPO</u>	<u>Interior BPO On Time Count</u>			
0	0	2	2			

Measure percentage of BPO's completed on time - Listing Agent Only BPO's - Fee based BPO not included in calculation

### Financial Relocation Assistance

#### Potential Points Earned

> 85% = 5	<84.9%-65%> = 4	<64.9%-55%> = 3	<54.9%-35%> = 2	<34.9%-20%> = 1	<19.9% - 0%> = 0
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<u>No Completed Evictions</u>	<u>Lock Out Count</u>	<u>FRA Count</u>	<u>FRA Success %</u>	<u>WF Goal</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>
2	0	2	100	55%	5	20%	1.0

Measure FRA success count as a percentage of ( FRA's + lock outs ) of occupied only properties

### Trash Out

#### Potential Points Earned

< 1 -2.9 > days = 5	< 3 - 4.9 > days = 4	5-5.9 days=3	<6-7.9> days= 2	<8 - 9.9 > days = 1	< 10+> days = 0
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<u>Trash Count</u>	<u>Average Trash Out Days</u>	<u>WF Goal Days</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>
0	0	5 Days	0	10%	0.0

Measures Days Taken to Remove Trash

### Days on Market

#### Potential Points Earned

<44.9 days = 5	<45-59.9> days = 4	<60-65.9> days = 3	<66-85.9> days= 2	<86-119> days = 1	<120+ days = 0
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	<u>Count</u>	<u>Average Days On Market</u>	<u>WF Goal Days</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>
Average Sold	4	46	60 Days	4	15%	0.60
Average Active	0	0	60 Days	0	15%	0.00

Measures days from list date to [contract/current] date on [sold/active]

### Sales Price to Initial BPO

#### Potential Points Earned

<100-102.9%>=5	<103%-107%> = 4	<107.1-110%> = 3	<110.1-113.9%>=2	<114-116.9%>=1	<117+%= 0
<96%-99.9%> = 5	<92%-95.9%> = 4	<90%-91.9%> =3	<85% - 89.9%> =2	<80%-84.9%> = 1	<79% 0%>=0

<u>Broker Average</u>	<u>WF Goal</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>
92.00	90-110%	4	15%	0.60

## Agent Scorecard Report


**Report Date**  
02/16/2012

 Mccarter, Diane  
KELLER WILLIAMS REALTY  
WRENTHAM, MA  
**Agent Code**  
6432
**Potential Points Earned**

5	Maximum Achieved
4	Exceeds Expectation
3	Meets Expectation
2	Improvement Needed
1	Significant Improvement Needed
0	Does not meet expectation

**Grade****4.00****Broker Price Opinion****Potential Points Earned**

> 95% = 5	<94.9%-85%>=4	<84.9%-80%>=3	<79.9%-70%>=2	<69.9%-60%>=1	<59.9%-0%>=0
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<u>BPO Count</u>	<u>BPO On Time</u>	<u>BPO On Time %</u>	<u>BPO WF Goal</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>
3	3	100	80%	5	15%	0.75
<u>Drive By BPO</u>	<u>Drive By On Time Count</u>	<u>Interior BPO</u>	<u>Interior BPO On Time Count</u>			
0	0	3	3			

Measure percentage of BPO's completed on time - Listing Agent Only BPO's - Fee based BPO not included in calculation

**Financial Relocation Assistance****Potential Points Earned**

> 85% = 5	<84.9%-65%> = 4	<64.9%-55%> = 3	<54.9%-35%> = 2	<34.9%-20%> = 1	<19.9% - 0%> = 0
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<u>No Completed Evictions</u>	<u>Lock Out Count</u>	<u>FRA Count</u>	<u>FRA Success %</u>	<u>WF Goal</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>
1	0	1	100	55%	5	20%	1.0

Measure FRA success count as a percentage of ( FRA's + lock outs ) of occupied only properties

**Trash Out****Potential Points Earned**

< 1 -2.9 > days = 5	< 3 - 4.9 > days = 4	5-5.9 days=3	<6-7.9> days= 2	<8 - 9.9 > days = 1	< 10+> days = 0
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<u>Trash Count</u>	<u>Average Trash Out Days</u>	<u>WF Goal Days</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>
0	0	5 Days	0	10%	0.0

Measures Days Taken to Remove Trash

**Days on Market****Potential Points Earned**

<44.9 days = 5	<45-59.9> days = 4	<60-65.9> days = 3	<66-85.9> days= 2	<86-119> days = 1	<120+ days = 0
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	<u>Count</u>	<u>Average Days On Market</u>	<u>WF Goal Days</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>
Average Sold	3	28	60 Days	5	15%	0.75
Average Active	0	0	60 Days	0	15%	0.00

Measures days from list date to [contract/current] date on [sold/active]

**Sales Price to Initial BPO****Potential Points Earned**

<100-102.9%>=5	<103%-107%> = 4	<107.1-110%> = 3	<110.1-113.9%>=2	<114-116.9%>=1	<117+%= 0
<96%-99.9%> = 5	<92%-95.9%> = 4	<90%-91.9%> =3	<85% - 89.9%> =2	<80%-84.9%> = 1	<79% 0%=0

<u>Broker Average</u>	<u>WF Goal</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>
88.00	90-110%	2	15%	0.30

# Agent Scorecard Report

Mccarter, Diane  
 KELLER WILLIAMS REALTY  
 WRENTHAM, MA  
**Agent Code**  
 6432

## Potential Points Earned

5	Maximum Achieved
4	Exceeds Expectation
3	Meets Expectation
2	Improvement Needed
1	Significant Improvement Needed
0	Does not meet expectation

**Grade**

**4.50**

**Report Date**  
 02/26/2012

### Broker Price Opinion

### Potential Points Earned

	> 95% = 5	<94.9%-85%>=4	<84.9%-80%>=3	<79.9%-70%>=2	<69.9%-60%>=1	<59.9%-0%>=0
<u>BPO Count</u>	<u>BPO On Time</u>	<u>BPO On Time %</u>	<u>BPO WF Goal</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>
3	3	100	80%	5	15%	0.75
<u>Drive By BPO</u>	<u>Drive By On Time Count</u>		<u>Interior BPO</u>	<u>Interior BPO On Time Count</u>		
0	0		3	3		

Measure percentage of BPO's completed on time - Listing Agent Only BPO's - Fee based BPO not included in calculation

### Financial Relocation Assistance

### Potential Points Earned

		<div><div>&gt; 85% = 5</div><div>&lt;84.9%-65%&gt; = 4</div><div>&lt;64.9%-55%&gt; = 3</div><div>&lt;54.9%-35%&gt; = 2</div><div>&lt;34.9%-20%&gt; = 1</div><div>&lt;19.9% - 0%&gt; = 0</div></div>					
<u>No Completed Evictions</u>	<u>Lock Out Count</u>	<u>FRA Count</u>	<u>FRA Success %</u>	<u>WF Goal</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>
1	0	1	100	55%	5	20%	1.0

Measure FRA success count as a percentage of ( FRA's + lock outs ) of occupied only properties

### Trash Out

### Potential Points Earned

	< 1 -2.9 > days = 5	< 3 - 4.9 > days = 4	5-5.9 days=3	<6-7.9> days= 2	<8 - 9.9 > days = 1	< 10+> days = 0
<u>Trash Count</u>	<u>Average Trash Out Days</u>	<u>WF Goal Days</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>	
0	0	5 Days	0	10%	0.0	

Measures Days Taken to Remove Trash

### Days on Market

### Potential Points Earned

	<44.9 days = 5	<45-59.9> days = 4	<60-65.9> days = 3	<66-85.9> days= 2	<86-119> days = 1	<120+ days = 0
<u>Count</u>	<u>Average Days On Market</u>	<u>WF Goal Days</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>	
Average Sold	2	31	60 Days	5	15%	0.75
Average Active	1	9	60 Days	5	15%	0.75

Measures days from list date to [contract/current] date on [sold/active]

### Sales Price to Initial BPO

### Potential Points Earned

	<100-102.9%>=5	<103%-107%> = 4	<107.1-110%> = 3	<110.1-113.9%>=2	<114-116.9%>=1	<117+%= 0
	<96%-99.9%> = 5	<92%-95.9%> = 4	<90%-91.9%> =3	<85% - 89.9%> =2	<80%-84.9%> = 1	<79% 0%>=0
<u>Broker Average</u>	<u>WF Goal</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>		
85.00	90-110%	2	15%	0.30		

Measures sale price as a percentage of Initial Interior BPO

### Owner Occupied Buyers

### Potential Points Earned

Measures Sales % to owner occupant buyers	>85%+=5	<66%-84.9%>=4	<60%-65.9%>=3	<40%-59.9%>=2	<16%-39.9%>=1	<15.9-0%>=0
<u>Sold Count</u>	<u>Owner Occupant Sale</u>	<u>% of Owner Occupant</u>	<u>WF Goal</u>	<u>Earned Points</u>	<u>Category Weighting</u>	<u>Category Score</u>
2	1	100.00	60%	5	10%	0.5

\* Agents must indicate if the property is owner occupied in the drop down box of the of the offer received task. Failure to do so will adversely affect your score

### POINT TOTAL:

**Score** 4.05 **Weighting** 90% **Grade** 4.50

### Agent Summary

*This section is informational only. It doesn't affect your Score*

<u>Joint Venture</u>	<u>% Fallout</u>	<u>BPO Declined Count</u>	<u>Properties Declined</u>
No	0	3	4