The Top Ten Service Areas of the Seller Value Proposition

1. Needs Analysis
   a. Help clarify the motivating reasons to sell.
   b. Determine the seller's timetable.

2. Pricing Strategy
   a. Determine the best selling price strategy given current market conditions.
   b. Show resulting net sheet.

3. Property Preparation
   a. Advise on repairs and improvements.
   b. Provide staging strategies.

4. Marketing Strategy
   a. Develop marketing plan.
   b. Establish marketing timetable.

5. Receive an Offer
   a. Evaluate offers.

6. Negotiating to Sell
   a. Negotiate counteroffers.
   b. Advise on final terms and conditions.

7. Sell
   a. Prepare postcontract work list.
   b. Advise on repairs and vendor services.

8. Pre-close Preparation
   b. Provide pre-closing consulting.

9. Closing
   a. Review closing documents.
   b. Resolve last-minute items.
   c. Complete transaction.

10. Post Closing
    a. Coordinate move.
    b. Assist with post-closing issues.

The Top Ten Service Areas of the Buyer Value Proposition

1. Needs Analysis
   a. Analyze buyer's wants and needs.
   b. Help buyer get clear picture of her ideal home.

2. Prequalification or Pre-approval
   a. Guide buyer to loan officer.
   b. Obtain prequalification or pre-approval.
   c. Help choose best mortgage financing plan.

3. Neighborhood Information
   a. Create broad neighborhood search profile.
   b. Provide list of target neighborhoods and related information for each.

4. Home Search
   a. Organize and schedule a home search process.
   b. Ongoing updates, drive-bys, and showings of available homes.

5. Make an Offer
   a. Compare homes and make decision.

   b. Advise on terms and issues of offer.
   c. Fill out purchase offer contract.

6. Negotiating to Buy
   a. Present the offer.
   b. Negotiate on buyer's behalf.

7. Vendor Coordination
   a. Advise and supervise vendor selections.
   b. Coordinate vendor services.

8. Pre-close Preparation
   b. Provide pre-closing consulting.

9. Closing
   a. Review closing documents.
   b. Resolve last-minute issues.
   c. Complete transaction.

10. Post Closing
    a. Coordinate move-in
    b. Assist with post-closing issues.