

mcpaland
realty  **seller's guide**

first things first.

Whether you are buying or selling a home, you want an agent and a real estate firm that will work for you, give exceptional service and most of all...meet your needs. So we kindly ask that you call our clients listed below.

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Before you start reading this information packet, please ask our clients the following three questions:

- 1 How was your overall experience with Mary McParland and McParland Realty?
- 2 Did Mary always put your best interest first?
- 3 I am about to become a client of McParland Realty. What is the single best service McParland Realty will provide for me?

the home selling process

Selling a home can sometimes be an intimidating experience. Below are our Nine Steps to Selling Your Home, which demystifies the home selling process.

1 Find a Realtor you trust

McParland Realty will be working with you every step of the way to make sure that all of your needs are met and that you feel confident about the sale of your home.

2 Sign a listing contract

When you hire an agent at McParland Realty, you are signing up for the best services in the industry for a set period of time to bring you a ready, willing and able buyer.

3 Receive an offer

When your agent receives an offer on your home, they will go through the terms of the offer with you to make sure you totally understand every component.

4 Negotiate the Offer

🕒 **24-48 hours from offer**

Your agent will negotiate with the buyer's agent to get the best terms for you. The offer will be valid to negotiate for a set period of time, usually 24 to 48 hours.

5 Accept the Counter-Offer

🕒 **24-48 hours from offer**

After a successful negotiation you'll accept the offer, and then the attorneys will start to develop the contract terms for the purchase and sale agreement (p&s).

6 Inspection

🕒 **10 days from accepted offer**

The buyers will most likely conduct a home inspection before proceeding with the sale. In some circumstances, they may wish to re-negotiate the offer terms. It is normal to get nervous during the inspection, and your agent will help you put things back into perspective and help you with the re-negotiation. In the event that you do need to change your purchase terms, they will be incorporated into the p&s.

7 Purchase and Sale Agreement

🕒 **14 days from accepted offer**

The p&s is your true commitment to sell the home. Your attorney will take care of the documentation and walk you through it. It should be fully executed (signed by both parties) within 14 days of the accepted offer.

8 Bank Appraisal

🕒 **14 days from executed p&s**

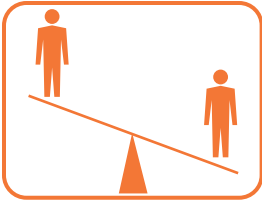
The Buyer's lender will confirm the value of the home to verify bank's commitment to fund their purchase.

9 Closing

🕒 **14 days from executed p&s**

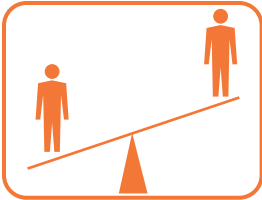
When you show up to the closing, your attorney will go over all the documentation and you will sign your life away! The attorneys will take care of all funds and then write you a check.

understanding agency



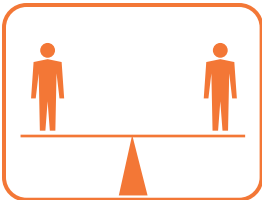
Seller Agency (Single Agency)

- Agent will represent the best interests of the seller
- Agent will owe the seller fiduciary duties
- Agent must give the buyer all material facts so that the buyer can make an educated decision



Buyer Agency (Single Agency)

- Agent will represent the best interests of the buyer
- Agent will owe the buyer fiduciary duties
- Agent must give the seller all material facts so that the seller can make an educated decision



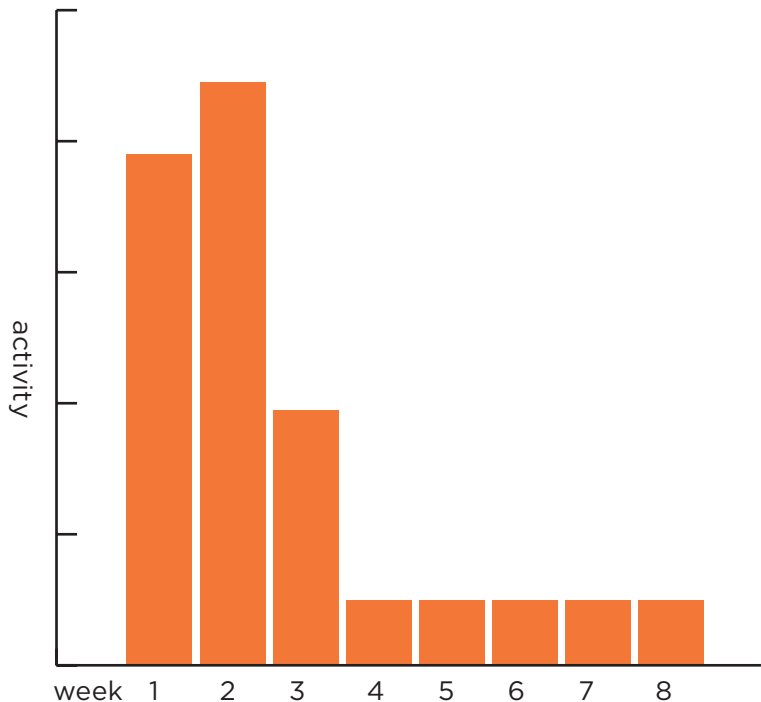
Transaction Broker (Dual Agency)

- Agent represents both the buyer and the seller equally
- Agent's objective is to get a mutually satisfactory agreement among all parties
- Agent gives all options to the buyer and the seller
- Depending on the local market, all parties may be present at contract presentation to negotiate on their own behalf
- All parties have confidentiality. Agent may do nothing to detriment of either the buyer or the seller
- Both the buyer and the seller have a right counsel. Before making any decisions, both parties have the right to seek family, religious, legal, or financial counsel.

In all relationships, as your Agent, I have a duty to act honestly with both the buyer and the seller.

selling vs. timing

Timing is extremely important to the real estate market. The graph below illustrates the importance of placing your property on the market at a realistic price and terms from the very beginning. A property attracts the most excitement and interest from the real estate community and potential buyers when it is first listed; therefore, it has the highest chance of sale when it is new on the market.



pricing your home

How Do We Price Your Home Correctly?

We compare your home to the current data available using sold, pending sales and currently listed properties similar to your home. These are called comparables. We make adjustments where necessary and determine our best estimate of what your property is worth in today's market. While no two properties are exactly like yours, these comparables do provide a good reference.

Keep in Mind...Factors That Don't Affect Price

- What you paid
- What your neighbors says.
- What another agent says
- What you need
- What you want
- The cost to rebuild the same home today

The value of your home is determined by what a Buyer is willing to pay and a Seller is willing to accept in today's market. Buyers make their pricing decision based on comparing your home to similar homes that have sold in your area.

Uncontrollable Factors

- Location
- Market Conditions
- Competition

Controllable Factors

- Listing Price
- Condition of Property
- Ease of Showing

where buyers come from

Realtors are the principal source for qualified buyers.

Nearly 4 out of 5 home buyers use the service of a Realtor. Through past customers, referrals from friends and relatives, or relationships with business or civic groups, realtors maintain and cultivate a strong customer base.

Signage is key.

Buyers frequently start the home search by touring neighborhoods, visiting open houses.

Print advertising is on the decline.

Due to the static and somewhat dated nature of traditional print media, more buyers today use the Internet as a dynamic resource of up-to-date and comprehensive property information. Print has given way to the Internet as the primary advertising and marketing source.

Internet Use in on the Rise.

The Internet is the number one marketing and information source for buyers in today's competitive real estate market.

first impressions count!

Here are some great tips on creating an atmosphere that will charm buyers and make them want to buy your home. Remember, you'll never get another chance to make a first impression. And first impressions are what counts! Follow these simple tips and create the competitive edge that may help you sell your home more quickly.

First Impressions are Lasting.

The front door greets the prospect. Make sure it is fresh and clean-looking. Keep lawns trimmed and edged and free of refuse. Walks, steps and driveways clear of all debris including snow or ice in certain climates.

Decorate for a Quick Sale.

Faded walls and worn woodwork reduce appeal. Why try to tell the prospect how your home could look, when you can show them by redecorating? A quicker sale at a higher price will result.

Let the Sun Shine In!

Open drapes and curtains and let the prospect see how cheerful your home can be. Dark rooms do not have any appeal.

Fix the Faucet!

Dripping water discolors sinks and suggests faulty plumbing.

Repairs can make a Big Difference.

Loose knobs, sticking doors and windows, warped cabinet drawers and other minor flaws detract from home value. Have them fixed.

From Top to Bottom.

Display the full value of your attic, basement, and other utility spaces by removing all unnecessary articles. Brighten dark, dull spaces by painting walls.

Safety First.

Keep stairways clear. Avoid cluttered appearances and possible injuries.

Make Closets Look Bigger.

Neat well-ordered closets show that the space is ample.

Bathrooms Help Sell Homes.

Check and repair caulking in bathtubs and showers. Make these rooms sparkle.

Arrange Bedrooms Neatly.

Remove excess furniture. Use attractive bedspreads, and freshly laundered curtains.

Can You See the Light?

Illumination is like a welcome sign. The Potential buyer will feel a glowing warmth when you turn on all your lights for an evening inspection.

our duties include...

agent

- Install signs and submit listing to MLS
- Post the listing to multiple web sites* (see marketing plan)
- Prepare marketing information and internet advertising
- Place marketing data in home for prospective buyers.
- Set-up showing instructions with MA-PASS
- Review market conditions continuously
- Follow-up with other agents who show your home.
- Communicate with you once a week.
- Negotiate best price and terms of sale.

seller

- Complete all repairs and cleaning
- “Stage” your home to be appealing.
- Keep home ready for showing.
- Hide valuables including prescriptions
- Keep marketing information out for buyers
- Call agent if information is running low or depleted.
- Leave your home for showings
- Call agent with any questions.
- Market your home to friends and acquaintances.
- Refuse to discuss terms with buyers or their agents without your agent present.
- Should a prospective buyer knock on your door, take their name and number and give them my business card. DO NOT allow them into your home.

proposed marketing plan

Property listed on MLS Network
5,600 Offices, 28,000 Agents

FREE Home Warranty! Buyers gravitate to homes that have this one year protection

- Helps sell your home for an average 2.2% higher price
- Helps sell your home an average of 15% faster
- Helps make the odds of selling your home an average of 29% greater
- Helps protect your home against unexpected repairs during the listing period.

Full Scale Internet Advertising

Your home will be listed on the following web sites:

- mcparlandrealty.com
- realtor.com
- craigslist.org
- Homes.com
- boston.com
- telegram.com
- massachusettsrealestate.com
- renorth.com
- homefind.com
- the galleryofhomes.net
- homesandland.com
- masslive.com
- suburbanrealestatenews.com
- sunchroniclehomefinder.com
- mlshomefinder.com
- trulia.com
- kijiji.com
- zillow.com

Upgraded Internet Displays

- Each listing with multiple photos
- Enhanced listing on realtor.com

Full-color Marketing

- Full-color feature sheet with interior and exterior photos and room dimensions

Free Staging Consultation

- With an interior designer to prepare the home for the market

Personal Promotion

- Invite all top realtors in surrounding areas

Cross Promotion

- Contact all potential buyer prospects from previous listings
- Contact all REALTORS with matching buyer prospects

Open Houses

- Broker Open House (if appropriate)
- Public Open House (if appropriate)

MAPass Scheduling Services

- Obtain direct feedback and showing coordination through web-based program

Preferred Partners

- Mortgage brokers, home inspectors, real estate attorneys, accountants, 1031 Exchange companies, electricians, plumbers, roofers, insurance agency... and more!

Buyer Incentives

- Housewarming Parties
- Closing Costs
- 100% financing available
- Home Warranty

Ongoing Reports

- Report weekly to seller
- Show property to all prospects
- Review plan, price and market conditions on a regular basis.

Seller Service Pledge

- Our “Easy Exit” Guarantee

offer time!

When an offer is generated on your home, I will do the following...

- Present the offer to you personally in a timely fashion.
- Go over every item in the contract with you so that you thoroughly understand what the buyers are offering.
- Have the Cooperating Broker share the Buyer's qualifications.
- Discuss all offers with you in private, after listening to the other agent.
- Once an offer on your property is presented, we work diligently with all parties involved to negotiate an acceptable outcome for you. Although we pursue all possibilities to make the deal work, only you can decide what is or not acceptable.
- As your transaction moves through the phases of an offer, a purchase and sales agreement, home inspection, a financing commitment, setting up water and sewer readings, smoke/carbon monoxide certificates, and closing, we are the liaison between seller, buyer, bank and law office to ensure a smooth transaction from start to finish.

We can MAKE IT HAPPEN!

the rest of the sale

My responsibilities go beyond listing and showing!

- Remember your realtor is the liaison between all parties.
- I will Insure that you receive copies of all documentation pertinent to the transaction.
- I will note all contingencies and attempt to remove them within the time limit provided or get an extension of time, if needed.
- I will keep you abreast of buyer's loan application and the progress of the appraisal on your home.
- I will be present during inspections and keep you informed of their findings.
- Arrange any required termite treatment and obtain certificate.
- Coordinate execution of required repairs
- Coordinate the closing and move in dates so that they are as convenient to both parties as possible.

the easy exit guarantee

What is your biggest fear when you list your home with a real estate agent? Is it that you worry about being stuck in a prolonged listing agreement with an incompetent agent, costing your home precious market time and exposure on the market?

Well, worry no more. Mary McParland and McParland Realty take those worries and concerns out of listing your home with a real estate agent through our EASY EXIT GUARANTEE.

When you list your home with us, we take the pressure off you and put it on us. With the EASY EXIT GUARANTEE, you have the option to cancel the listing at anytime after 60 days.* NO HASSLES and NO QUESTIONS ASKED!

The reason why McParland Realty offers the EASY EXIT GUARANTEE is because our business is built upon referrals from our clients. We believe that if a client is unhappy with their agent, they should have the right to fire them.

It takes supreme confidence in the way you treat your clients and in the results you can produce to offer this type of guarantee. We are confident that you will be 100% satisfied selling your home with McParland Realty.

Our goal is not only to get your home sold at an acceptable price in a timely fashion, but to insure that you are comfortable and well-informed of the progress during the process. We know that if you are satisfied with our service, you will refer us to your friends and family members, and that is what we are truly working for.

We stand behind our promise because "McParland Realty is where you are treated like one of the family."

* provided a buyer is not procured.

here's how it works:

**You can cancel your listing
at anytime after 60 days
with a written notice.
(No reason necessary.)**

**Enjoy peace of mind knowing
that your agent is motivated
to produce results.**

**Feel confident that everything
possible is being done in order
to get your home sold.**

**Know that talk is cheap, but
a guarantee is priceless.**



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