



OBrien Ohio Real Estate LLC
Dennis & Laurie OBrien
330-635-9344

80 STEPS

TO THE CLOSING TABLE



O'Brien Ohio Real Estate 80-STEP SYSTEM

Experience the “WOW” and get your home sold fast and for top dollar

Steps 1–11

Behind the scenes look at what we do to prepare for your marketing consultation.

Steps 12–31

What to expect during the listing consultation.

Steps 32–41

Getting ready to go on the market

Steps 42–55

Ready, set, go! You are live and on the market.

Steps 56–80

The fun begins — negotiation, due diligence and closing.



PREPARATION

What we do to prepare for your marketing consultation

We will:

- 1.** Research tax records to verify full and complete legal information including:
 - owner's full name,
 - recorded square footage,
 - annual tax bills,
 - any other property information.
- 2.** Verify legal name(s) and owner(s) from county records.
- 3.** Research school districts, shopping, transportation, and employment options of the area.
- 4.** Obtain detailed property information to assist in analyzing the property.
- 5.** Research homes currently on the market that buyers will be looking at in addition to your home.
- 6.** Research homes that have recently gone under contract for sale in your area.
- 7.** Research homes similar to your home that have recently sold.
- 8.** Analyze the price and condition of the homes that were successful in selling.
- 9.** Analyze why other homes continue to stay on the market day after day.
- 10.** Analyze homes that expired (did not sell) and why they were not successful. Consider the price per square foot of your competition and internet value estimates.
- 11.** Call agents, if needed, to discuss activity on the comparable properties they have listed or recently sold in the area.

EXPECTATIONS

What to expect during the marketing consultation

12. Discuss reasons for your move, how quickly you need to move and address any immediate concerns.
13. Gather more information about your home.
 - What type of improvements have you made to your home in the past five years?
 - What features of your home make it attractive to buyers?
 - What do you think the home is worth?
14. Discuss current market conditions: national, state, and local.
15. Discuss how buyers are finding homes. What are the most and least appealing features to buyers?
16. Discuss other houses for sale and how your home compares.
17. Review recently pending or sold comparable properties.
18. Discuss where and how to “place” your home in the market to include strategic pricing so your house ‘shows up’ on more internet searches.
19. Prepare an estimated “net proceeds analysis” to approximate what you will receive or owe when the property closes. This will include closing costs, prorated taxes, HOA credits, and commissions.
20. Review the current appraisal, if available.
21. Obtain HOA rules/regulations, contact information, and dues.
22. Discuss lead-based paint disclosure if needed.
23. If the property is rented, obtain copies of leases, verify rents, deposits, and make sure tenants are informed of listing and discuss showing arrangements.
24. Prepare showing instructions for buyer’s agents and agree on showing time windows that work for you.
25. Discuss “Everyday Open House” to decide if you want to participate.

- 26.** Complete a checklist of the features and benefits of your home.
- 27.** Obtain and verify accurate preferred methods of contacting you.
- 28.** Collect two sets of keys.
- 29.** Review and explain all clauses of the Listing Agreement and Addenda.
- 30.** Explain the use of the Seller's Property Disclosure Statement you will be completing and how it will help you avoid setbacks and preserve your legal rights.
- 31.** Discuss where you will be moving to, and how we can help you find your next purchase.



GET READY...GET SET...

Prior to going “live” on the market

32. Discuss the staging of your home.
33. Discuss home showing guidelines – lights on, soft music playing, sinks empty, clear counters, beds made, etc.
34. Arrange for pictures to be taken, by a professional photographer, of the exterior and interior of your home.
35. Create a stand-alone property website with a video of your home.
36. Order a home warranty, if you choose, for peace of mind for you and the buyers.
37. Enter all information gathered into the MLS (multiple listing service) including the pictures, disclosures, and property information sheet.
38. Provide you a copy of the listing for you to proofread for accuracy.
39. Install professional sign(s) in your front yard, and attach a lock box at your preferred location.
40. Prepare full-color marketing sheets for inside your home.
41. Provide copies of the disclosures and home features to have available inside your home for buyers and their agents.

...AND GO!

Your home is on “the market”

42. Notify you of showing requests.
43. Capture feedback from real estate agents after all showings.
44. Give you timely update calls to discuss all showings, marketing, and pricing.
45. Keep track of any market condition changes and discuss any that apply to the sale of your home.
46. Notify you immediately of any offers, potential offers, or needs.
47. Discuss feedback with you from showing agents to determine if any changes are needed to accelerate the sale.
48. Market your home on over 200 internet sites.
49. Market your home on all the major social networking sites.
50. Market your home on Craigslist three times a week.
51. Help you prepare the Homeowner’s Information Sheet to include information on utilities and services the buyer will need to know for transferring those services after closing.
52. Keep a record of all home showings to modify your listing for the greatest effectiveness.
53. Follow up with showing agents to see if they have any questions or insights from their buyers.
54. Update monthly with any changes to the neighborhood market.
55. We will hold an open house if desired, within 14 days of listing your home.

THE FUN BEGINS

Negotiation, due diligence and closing

56. Receive and review all Offers to Purchase contracts submitted by buyers or buyers' agents to determine the best negotiation position.
57. Contact buyers' agents to review buyer's qualifications and discuss the offers.
58. Evaluate offer(s) and prepare a "net sheet" on each offer for comparison purposes.
59. Counsel you on offers. Explain the merits and weaknesses of each component of each offer.
60. Confirm buyer is pre-qualified by reviewing the pre-qualification letter and calling the loan officer.
61. Negotiate the highest price and best terms for you and your situation.
62. Prepare and convey any counteroffers, acceptance, or amendments to the buyer's agent.
63. When the purchase contract is completed, ensure all parties receive a copy, including the seller, buyer, loan officer, and title company.
64. Verify earnest money is promptly submitted to the escrow agent.
65. Change status in MLS to under contract, then pending.
66. Coordinate all inspections and contingencies.
67. Advise as to any requested repairs from the buyers.
68. Contact the lender as needed to make sure everything is on track.
69. Relay, to you, the final approval of the buyer's loan application.
70. Coordinate the appraisal day and time with you, the buyer's agent, and the appraiser.
71. Coordinate the closing with the buyer's agent, lender, and the title company.
72. Coordinate the buyer's final walk-through of your house.
73. Receive and review closing figures on the settlement statement(s) to ensure accuracy.
74. Activate Home Warranty if applicable.

- 75. If purchasing another home with proceeds, coordinate that closing with this closing and resolve any timing issues.
- 76. Attend closing.
- 77. Arrange possession day and time, and the transfer of keys.
- 78. Change MLS status to Sold.
- 79. Tie up any loose ends.
- 80. Help you with your relocation.

SEE YOU AT CLOSING TABLE



OBrienOhioRealEstate.com
330-635-9344