



## Agent Seller Packet Check List:

Make sure you add your photo and personal information at the top of each page.

### ON THE RIGHT POCKET OF THE FOLDER:

1. Bio / Resume
2. Trust Dale (Add your name at the end of the letter)
3. Testimonials
4. Additional Testimonials
5. Cure or preferred charity (Add your name at the end of the letter)
6. Feedback
7. Cancellation Guarantee
8. The 4 Big Reasons
9. Home Staging and Professional Photography
10. What Happens Next
11. Sellers - Requested documents
12. Utility and Household Information
13. Prepare your Home
14. Websites
15. Vendors

### ON THE LEFT POCKET OF THE FOLDER

1. Exclusive Seller Listing Agreement
2. Seller's Property Disclosure Statement Exhibit "\_\_\_\_"
3. Community Association Fees Disclosures
4. Protect Yourself whe Selling a Home
5. FMLS Input Sheet





# We are now Trust Dale Certified!

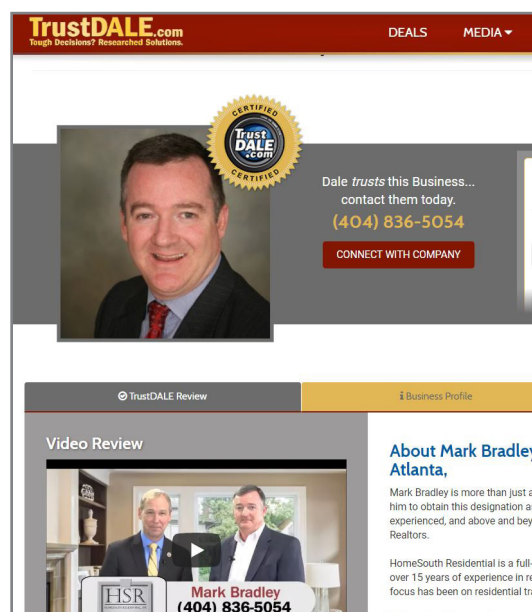
At HomeSouth Residential, Inc. We have always prided ourselves in our excellent customer service and commitment to our clients, and today we have a certification to prove it.

After a Seven-Point Inspection that covers:

Price | Performance | Customer Experience | License and Certifications | No lawsuits or complaints and Risk-Free Guarantees, we have been certified by [TrustDale.com](http://TrustDale.com)!

We are so happy that we can ensure our clients have the best customer experience. We are simply proud of the work we do and the results we offer our clients. You may visit [www.TrustDale.com](http://www.TrustDale.com) so see what he has to say about us, our work ethic and the results we offer.

Once again we thank you for trusting us and look forward to serving you in the future!



Visit [TrustDale.com](http://TrustDale.com) to read about our excellent customer service and to watch an interview with Mark Bradley.



# Testimonials



# Testimonials



# Your Referrals Help the Kids

*We are on a mission to raise \$25,000 for CURE Childhood Cancer.*

As you know CURE is dedicated to conquering childhood cancer through funding, targeted research, and through support of patients and their families. The reason I chose CURE Childhood Cancer is because over the years I have known many families who have been devastated by their child having cancer, so raising money for CURE Childhood Cancer means a lot to me!

To reach our goal of \$25,000 we are donating a portion of our income from home sales to CURE. So overall, your referrals really do help the kids!

Do you know anyone considering buying or selling a home? Send them our way and help us reach our goal!

Thanks in advance for your referrals!





# Feedback from Showings

We request feedback from prospective buyers and agents using an easy automated system called Showing Suite.

You will receive instant emails when agents leave feedback. This will allow us to see how your home is perceived from prospective buyers and real estate professionals.

Feedback includes:

- The condition of your home's interior and exterior
- Is the home priced above or below market value?
- Are the buyers interested in your home
- And more...

This will help us correct any misconceptions about your home and make any necessary adjustments.





# Cancellation Guarantee

*"We are so confident that our real estate system will work for you, that we guarantee you the right to cancel your listing agreement at any time prior to receiving an offer to purchase your home, with no penalties or obligations, if you feel our service doesn't live up to our promise."*

Entering into a listing agreement with a real estate agent can be a risky business. Every sales representative will promise the world when it comes to effectively marketing your home, but how many of them can back that up with solid performance?

According to a recent survey, 72% of home sellers were dissatisfied with the performance of their agent, even if that agent had sold their property. And, most listing agreements lock you into long-term commitments and lengthy broker protection periods with heavy cancellation fees. In other words, it's an agreement your agent can get out of, but you can't.

**We are offering you a way to list your home that is totally risk-free.**

Success in real estate is selling houses in a reasonable time and for top dollar. I'm confident that we can do this for you because our team has already helped thousands of families just like yours get their home sold.

Our pledge is to provide you with the highest level of service in the real estate industry, and our commitment to this pledge is 100%.

Your right is to evaluate whether we live up to this standard, and to cancel your listing agreement with us at any point prior to receiving an offer, with no penalties or obligations, if we fail to deliver the service we promised.

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Seller's Initials

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Seller's Initials

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Mark Bradley and Associates Representative



# The 4 Big Reasons



# Home Staging & Professional Photography

We offer complimentary Home Staging prior to listing your home

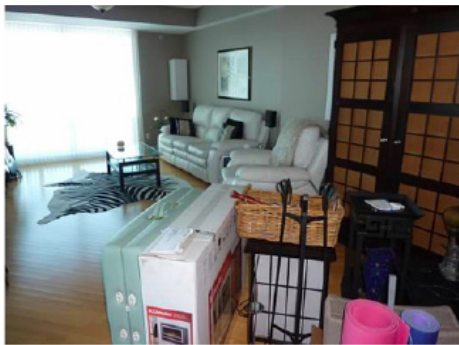
Staged homes sale 73% FASTER and for MORE MONEY.

We will provide you with a list of “to do’s” that need to be completed prior to listing.

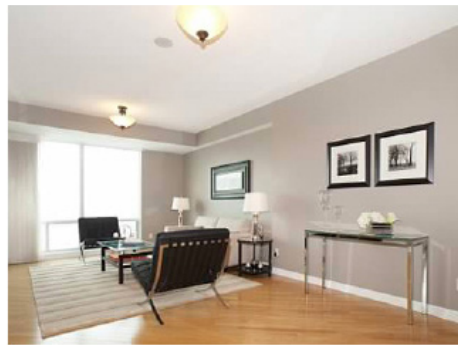
We will point out any red flags that may be a turn off to prospective buyers.

We will rearrange furniture and use your existing décor to ensure that your home shows at its best.

We will make recommendations within your budget to help you get the most return.



BEFORE



AFTER

We offer complimentary Professional Photography

Professional pictures with professional lighting are so important in selling your home! Most people select which home they want to see based on the photos alone.

We have professional real estate photographers that are experts in showcasing your home's best features.

They will also adjust and retouch the lighting if needed to ensure the pictures look their best.

They send us their pictures same day, so there isn't a delay in listing your home.



# Here's What Happens Next:

Our photographer and agent will contact you within 5 business days from start date of the marketing agreement to take photos and set up the For Sale sign and lockbox.

If you are interested in feedback from Agents and Buyers, we have a hassle free online system for feedback. Showing Suite will allow you to access feedback from agents at anytime as well as instantly receive emails from agents as they give us feedback.

Your Property Features and Specifications will be posted in the local Multiple Listing Service within 72 hours (3 business days) of the start date. It will also be posted on all of our websites, industry websites, as well as blasted to our City Wide Buyer Agents Networks and our Buyer in Waiting database. (Please note that as internet systems are sometimes unavailable, time frames may vary.)

We will use one primary contact number for you that makes it easy for agents to let you know when they would like to bring prospective buyers over to preview your home. If you have any special instructions different than a courtesy call and lockbox entry, please coordinate this with us.

We must have your Sellers Property Disclosure Statement & Community Association Disclosure within 3 days of the start date. We will keep this information on file and provide to interested Buyers and Agents upon request.

If you require assistance or have any questions about the home selling process, contact us.

**Thanks again for your trust and confidence. We look forward to selling your home!**



# Sellers - Requested Documents

## Sellers Check List

Below is a checklist of important items needed to market and sell your home

### Fill out, sign & date the following documents included in your listing packet:

- ☐ Exclusive Listing Agreement
- ☐ Seller's Property Disclosure Statement
- ☐ Community Association Disclosure
- ☐ FMLS Input Sheet
- ☐ Utility Information Sheet

### Provide us with a copy of the following:

- ☐ Extra Set of Keys for Lockbox
- ☐ Security System Information / Code
- ☐ Copy of Warranty / Security Deed
- ☐ Termite Bond / Warranty Information
- ☐ Survey
- ☐ Mortgage Information: Lender, Loan Number & Pay Off
- ☐ Last HOA Bill
- ☐ Current Property Tax Bill

### Review the following information in your listing packet:

- ☐ The ABC's of Agency
- ☐ How to Protect Yourself when Selling a Home



# Utility and Household Information

List name & phone numbers for each utility listed below:

**WATER** \_\_\_\_\_

**GAS** \_\_\_\_\_

**ELECTRICITY** \_\_\_\_\_

**CABLE** \_\_\_\_\_

**TRASH** \_\_\_\_\_

**PEST CONTROL** \_\_\_\_\_

**TERMITE BOND** \_\_\_\_\_

**LAWN MAINTENANCE** \_\_\_\_\_

**CLEANING SERVICE** \_\_\_\_\_



# Prepare Your Home

**Agent Recommendations** I strongly recommend that you do the following prior to listing your home.

**Improve your landscaping.** Curb appeal is crucial to a good first impression, so make sure your home's lawn is immaculate. Mow the lawn, prune the bushes, weed the garden and plant flowers.

Make the front door inviting. A fresh coat of paint, specially in a color that contrasts with the home , will make the front door stand out. Replace faded house numbers so buyers can see them from the curb.

**Clean the outside.** A sloppy exterior will make buyers think you've slacked off on interior maintenance as well. Be sure to clean the gutters and pressure wash your home's siding

**Make repairs.** In any market , you want your home to be in the best condition possible. Take care of major defects like broken windows or a leaky roof that could discourage buyers.

**Remove clutter and depersonalize.** Buyers want to envision their belongings in your home. Clean up by renting a storage unit for knick- knacks, photos, extra furniture and other personal items.

**Organize closets and drawers.** Messy closets give the appearance that your home doesn't have enough storage space.

**Clean! Clean! Clean!** From ceiling fans to floors and everything in between, clean your home until it sparkles.

**Take color down a notch.** You may like your lime-green bedroom, but it may sour buyers. Paint your walls a neutral color that will appeal to a wide range of buyers.

**Eliminate bad odors.** Hide the litter box and spray air neutralizer throughout your home. When showing the home, fill it with inviting smells by putting out fresh flowers and baking a batch of cookies.



# Your Home will be Featured in Hundreds of Websites

Here are a few of the more popular websites.





# Preferred Vendors

## Mortgage Companies

### **Renasant Mortgage Lending**

John Compton

678-477-4867

### **Cornerstone Mortgage Group**

Stewart Sadler

404-441-4765

## Movers

### **Bulldog Movers**

770-333-8100

### **Georgia Pack & Load**

770-458-2510

## Junk / Donation Pick-Up

### **The Salvation Army**

1-800-728-7825

### **Stand Up Guys Junk Removal**

770-369-0305

## Flooring

**Empire /** 404-509-2460

## Home Inspector

### **John Mease Home Inspections**

770-597-8052

## Atlanta Property Inspections

770-932-8634

## Home Appraiser

### **1st Appraisal Solutions**

Wade Bacon

404-886-1206

## Painters

### **Three Brothers Painting**

770-928-3667

### **Green Brush Painting**

404-277-9802

## Landscape Design/Build

### **Reshape Landscape**

770-336-6140

### **River Plantation**

770-887-8214

## House Cleaner

### **Jesus Moreno**

404-749-0359

## Handyman

### **King Sandridge**

770-355-6913

## A Minor Touch

Napoleon Foster

www.aminortouch.com

678-780.9023

### **Keith Riley**

770-375-8745

### **Mike Johnson**

678-908-7845

## Foundation Repair

### **AquaGuard / Patrick Arabia**

770-381-8900

## HVAC

### **DC Cheek**

770-888-8788

## Plumbing

### **Tom Ward Plumbing**

770-476-8095

## Electrician

### **Scott Ireland**

770-595-2868

## Window Cleaning

### **Craig Groh Window Cleaning**

770-426-4765