

THE CONDO SHOPPE MARKET EDGE
PHASE 1: BEFORE WE LIST THE PROPERTY

- Research property's ownership and deed type
- Research property's public record information for lot size, dimensions, additions, permits and other data
- Research sales activity for past 6 – 18 months from the Multiple Listing Service and public record databases
- Establish market price trends
- Research "*Average Days on Market*" for property of this type, price range and location
- Research competition properties that are currently on the market
- Research competitive properties that have sold in the recent past
- Research sales activity on home (if previously listed)
- Prepare "Comparative Market Analysis" (CMA)
- Establish fair market value
- Verify Home Owner Association fees and other information, if applicable
- Determine need for lead-based paint disclosure
- Verify if property has rental units involved
- Copy all lease agreements, verify all rents and deposits
- Inform tenants of listing and discuss how showings will be handled
- Inspect property exterior and interior
- Compile list of repairs and maintenance items
- Record a "Coming Soon" video promoting your property prior to listing
- Arrange free consultation with a staging firm
- Review your time schedule

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PHASE 2 – MARKETING AND PROMOTION

- Submit the property to Multiple Listing Service (MLS)
- Email you a copy of the MLS listing
- Register a custom Quick Reference (QR) code
- Link a custom web page for your property to the QR code
- Display QR code on yard sign for anyone passing by to scan
- Email property information page for you to review
- Launch direct mail campaign to potential buyers
- Mail “Just Listed” post cards to the area
- Submit the property to condoshoppe.com
- Feature your listing on the firm’s Facebook page
- Upload virtual tour video to YouTube
- Submit your listing to all online marketing syndication channels, such as Realtor.com, Zillow, Trulia, etc.
- Schedule Broker Open House and promote it to all Realtors in attendance
- Review the Broker Open House results and feedback with you
- Show property to all interested buyers
- Review all buyer comments and feedback
- Recommend changes and adjustments as needed
- Promote the property to other agents in and around Madison
- Contact you weekly with updates, results and feedback
- Review recent market changes and updates in the area

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PHASE 3 – SALE AND CLOSING

- Prequalify all potential buyers when possible
- Eliminate bargain-hunters and non-qualified buyers when possible
- Receive and review all *Offer to Purchase* contracts submitted by buyers and buyer's agents
- Determine the best negotiating position
- Review all offers in detail with you
- Negotiate the highest price and the best terms on your behalf
- Have all purchase contracts signed by all parties and deliver you all copies
- Promptly record buyer's earnest money deposit into escrow account
- Obtain buyer's pre-qualification letter from lender
- Provide buyer and/or buyer's agent with all applicable contracts, disclosures and documents for signatures
- Schedule all property inspections and tests
- Review all inspection results with you and make suggestions regarding any repairs needed
- Change MLS sales status to "Pending"
- Contact the lender weekly to ensure timely loan processing
- Coordinate property appraisal, providing comparable sales data if needed
- Review the appraisal results with you
- Coordinate to ensure all contracts, escrow documents, title insurance, and property insurance is processed
- Review property tax payoff and mortgage payoff through escrow
- Coordinate closing process with buyer's agent and buyer
- Schedule and supervise the final buyer walk-through inspection
- Update all closing forms as needed