



LISTING PRESENTATION



CFSP

Certified
Full-Service
Professional™

Lloyd R Steere
USMC Veteran
(925) 404-3394
lloyd@lloydsteere.com
www.lloydsteere.com



Full-Service Excellence

Going beyond your expectations before, during and after the transaction to deliver an extraordinary experience.

A man with grey hair and glasses, wearing an orange sweater, and a woman with long brown hair, wearing a brown sweater, are sitting at a wooden table and high-fiving. They are both smiling. The background is a blurred living room with blue armchairs and a bookshelf.

Home Selling 101

1

**Work With a
LISTING
AGENT.**

2

Decide When to Sell
Consider work, school
schedules, and other
key factors.

3

Set the Best Price
Use Comparative
Market Analysis
to determine the price.

4

**Prepare Your
Home for Sale**
Make any necessary and
essential repairs and
updates, declutter, etc.

5

List Your Home
Create an eye-catching
property listing prior
to private showings
and open houses.

6

Market Your Home
Use staging, photos,
videos, online and
traditional marketing
to attract buyers.

7

Review Offers
Assess the pros and
cons of the offers
and negotiate for the
best terms.

8

Close the Sale
Sign paperwork, close
the deal and receive
your funds.

As Your Listing Agent,

here are some of the most important tasks I'll handle for you.

Conduct a
Comparative
Market
Analysis.

Competitively
price your
home to sell.

Create a
complete
home
marketing
plan.

Coordinate
**SHOWING
TIMES.**

Negotiate
all offers
per your
instructions.

Provide
complete
transaction
management.

Keep you
informed
every step
of the way.

Some of my other tasks...

- ✓ Research MLS sales activity.
- ✓ Research Days on Market for similar properties.
- ✓ Complete curb appeal assessment.
- ✓ Discuss how qualified buyers will be vetted.
- ✓ Explain brokerage's role in the transaction.
- ✓ Measure total square footage.
- ✓ Compile list of completed repairs and items to be maintained.
- ✓ Order your For Sale signs.
- ✓ Assess interior decor and suggest changes.
- ✓ Discuss print/online ads.
- ✓ Design property marketing flyers.
- ✓ Create buyer feedback report.
- ✓ Review MLS regularly to ensure property remains competitive.
- ✓ Notify my referral network (including international relocation network) about listing.
- ✓ Provide weekly progress reports and share feedback to determine if any changes are needed.
- ✓ Create a net sheet to evaluate offers.
- ✓ Explain each offer's pros and cons.
- ✓ Establish a timeline for loan approval and closing.
- ✓ If needed, order and supervise inspections including lead paint, asbestos, termite, mold/mould and sewer systems.
- ✓ Confirm verifications of deposit.
- ✓ Verify with buyer's agent that loan processing is on track.
- ✓ Help resolve any issues with buyer after the sale.
- ✓ Stay in touch with you after the sale with relevant information regarding real estate and other interesting topics.
- ✓ ...and many more!

Historical Real Estate **Offers of Compensation** (Previously)



Post-Settlement Real Estate **Offers of Compensation**



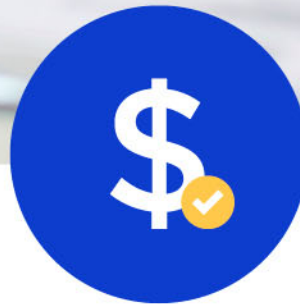
What a **Buyer's Agent** Does



Brings a bigger pool of stronger buyers.



Reduces the number of those "just looking."



Encourages the buyer to make a fair and strong offer.



Helps expedite the entire process ensuring the deal doesn't fall through and closes on time.



Recommends professionals (mortgage lenders, title, insurance, etc.) to ensure a smooth closing.

The 7 Vital Stats

MARKET:

Total Active Residential Listings		
Average List Price		
Average Sales Price		
List vs. Sales Price Ratio		
Days on Market		
Number of Expired Listings		
Overall Appreciation or Depreciation		

Comparative Market Analysis

THE COMPLETE HOME MARKETING PLAN



CFSP

Certified
Full-Service
Professional™



Marketing Your Home

I am committed to getting your home sold to the strongest buyer in a timely manner. Below are the steps I will take:



Competitively price your home.



Optimize condition and viewing of the home.



Prepare and submit accurate information to the MLS.



Proactively promote the property to my database.



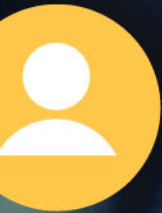
Create maximum exposure for the property.



Connect with the best agents and tap into my nationwide network.

Leveraging My Expertise

My business is built on referrals. My goal is to serve you in such a way that you will be delighted enough to refer your friends and family for years to come.



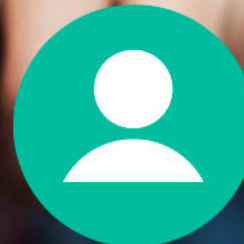
Connecting you to others

Not only am I an expert in our local market, I'm also part of a network of top agents — expanding access to local and out of area buyers in the U.S. and Canada.



Network of local pros

I have relationships with the best local service providers to get you the plumber, painter, etc. you need — **not just during the transaction, but after as well.**



My Experience/Expertise:

- I'll negotiate the best deal for you.
- I'm trained by the top business coaching company in North America.
- I have a fiduciary duty of care to you and will be your advocate during the transaction.

Property Enhancement

Next up, we will maximize the value of your home with:



Property Enhancement Checklist

— small tasks to get your home in top shape. Examples include painting the living room, repairing the back gate or power washing the siding.

Recommendations for minor and essential repairs as well as improvements to help **sell your property for the highest price possible.**

Access to a list of the most reliable and dependable home improvement professionals in the marketplace.

Property Enhancement Checklist

You can rely on my network of the most reliable and dependable home improvement professionals in the marketplace.

LIVING AREAS

TIDY UP!

- ☐ Remove piles of papers and magazines from tables.
- ☐ Rearrange furniture; discard worn furniture and store "extra" pieces.
- ☐ Straighten bookshelves.

CLEAN UP!

- ☐ Clean and deodorize all carpets, spot cleaning where necessary; wash all floors.
- ☐ Polish all furniture.
- ☐ Wipe down lighting fixtures, making sure all bulbs are working.
- ☐ Wash window treatments.
- ☐ Clean fireplace, if applicable.

PATCH UP!

- ☐ Patch and paint walls and ceilings, if necessary.

THE FINISHING TOUCH!

- ☐ Display linens on table.
- ☐ Add fresh flowers, potpourri or a scented candle.
- ☐ Rearrange pictures to highlight specific areas.
- ☐ Add lamps if room is dark.

BEDROOMS

TIDY UP!

- ☐ Straighten children's play area and store extra toys.
- ☐ Remove extra furniture and rearrange to define areas.
- ☐ Make closets more appealing by storing seasonal clothes elsewhere.
- ☐ Be sure all clothes are hanging up and not lying around the room.

CLEAN UP!

- ☐ Clean and deodorize all carpet, spot cleaning where necessary.
- ☐ Wash window treatments.
- ☐ Wipe down lighting fixtures, making sure all bulbs are working.

PATCH UP!

- ☐ Patch and paint walls and ceilings, if necessary.

THE FINISHING TOUCH!

- ☐ Add decorative pillows to beds.
- ☐ Add a plant.

OTHER ROOMS

TIDY UP!

- ☐ Organize all areas: laundry area, family area, workshop, garden equipment, etc.
- ☐ Box up and store (or dispose) of any unnecessary items.

CLEAN UP!

- ☐ Sweep and clean floors.
- ☐ Remove cobwebs from walls, window sills and ceilings.
- ☐ Wash windows, inside and out.

PATCH UP!

- ☐ Make sure furnace, air conditioning and hot water heater are in working order.

HERE COMES A BUYER

Before each showing, be sure to complete these last-minute touches to make your home stand out and look great!

EXTERIOR

- ☐ Pick up after pets.
- ☐ Pick up lawn tools, toys, etc. lying around the yard.
- ☐ Clear driveways and walk areas.

INTERIOR

- ☐ Open curtains for daytime showings and close curtains for nighttime showings.
- ☐ Open windows to "freshen up" your home.
- ☐ Do a quick tidy up.
- ☐ Play instrumental music.

ADDITIONAL OBSERVATIONS:



Clear and Open Communication

Once your home is on the market, I'll be there to guide you every step of the way.

You'll receive a copy of the MLS printout
to review for accuracy.

I'll call regularly
to report showing activity and give buyer feedback.

We'll meet periodically
to review market conditions and adjust our marketing strategy as needed to get your home sold.

Transparency is key.
I'll keep communication lines open to ensure you are comfortable and confident with every part of the transaction.

Negotiating and Structuring the Sale



MY PROMISE TO YOU:



Carefully review and present all offers for your consideration.



Qualify prospective buyers and research their lending options to increase the likelihood that they can secure financing.



Negotiate the strongest terms to create a solid transaction that will close on time without any surprises.



Complete Transaction Management

Once we've secured a qualified buyer, I promise to smoothly navigate you through the transaction.



Count on me to manage all the details of your real estate transaction on a daily basis.



I'll make sure your home closes in a timely fashion and with as little stress as possible.



Service After the Sale

My business is built on relationships, so I aim to provide you with outstanding service and care before, during and after the sale! Even after your closing, I'll be there to assist you with all your real estate needs.



Consider me your **source of referrals** for all types of businesses, whether related to a real estate transaction or not. I've partnered with competent professionals who would be **happy to serve you.**



You'll receive **valuable information** from me in the mail or via email on a monthly basis to keep you **educated and informed.**



CFSP

Certified
Full-Service
Professional™