



COURT REALTY
RESIDENTIAL REAL ESTATE



LISTING BOOKLET

COURTNEY SEGHETTI

317.691.3609

COURTNEY@COURTREALTY.COM

WWW.COURTREALTY.COM



COURT REALTY
RESIDENTIAL REAL ESTATE

Thank you so much for giving us the opportunity to meet with you to discuss the sale of your home. Our market analysis of your home is performed in 2-steps:

1. During our first appointment, we will take a tour of your home to get a general idea of your home's layout, features, and amenities.
2. Upon completion of our first appointment, we will have the information needed to evaluate the current market competition as well as any comparable homes that have recently sold. We will perform a thorough market analysis in addition to preparing my customized marketing plan for you, and we will then meet again to discuss my findings.

We have compiled this book to include information on the Nathan Alan Real Estate team, pricing your home, services we provide, our aggressive marketing plan, what to expect when your home is listed with us, and much more. Please take a moment to review the information. Write down any specific questions you have, and we'll be happy to answer them at our next meeting.

If you have any questions throughout this process, please give us a call.

Thanks again for the opportunity to perform a market analysis on your home and learn more about Court Realty!

Sincerely,

Courtney Seghetti

Court Realty



COURT REALTY
RESIDENTIAL REAL ESTATE

THE FOUR KEYS TO LISTING REAL ESTATE

1) LOCATION

2) AGENT

3) PRICE

4) CONDITION

*You are in control of
3 out of 4!



COURT REALTY
RESIDENTIAL REAL ESTATE

WHY PICK US

- Independent, small firm...we are there when you call us providing personal attention
- Marketing, marketing, marketing
 - (just listed e-flyer to all metro Indy realtors, in home pop up cards, post listing to multiple websites, home featured in our monthly newsletter and hot homes, custom brochure box flyers, listed on nathan-alan.com, listed in the BLC (formerly MLS) with MIBOR, photo slideshow)
- Owning our own brokerage allows us to be flexible when negotiating options
- We are accredited stagers and can assist in getting your home “show ready”
- We use only professional wide angle photography
- We use a showing scheduling company (www.showings.com)
 - available 7 days/week, after normal business hours
 - sends email notifications (or calls) about showings
 - login to site to view feedback on your homes showings
 - (as early as an hour after a showing)
- Assistance with renovation cost estimates, due to the fact that we are licensed contractors
- We try and offer a fun and stress-free experience (just ask our past clients)
- Weekly calls and/or emails with updates (if you like)
- Prospect search activity internet hits report
- Open houses (if you like)



COURT REALTY
RESIDENTIAL REAL ESTATE

SERVICES WE PROVIDE

During the Selling Process...

Reports regarding your showings via showings.com
(SEE SAMPLE REPORT ON FOLLOWING PAGE)
Timely feedback calls
Continuous, extensive marketing
Counseling and negotiating the best possible terms on your behalf inform of pertinent details of the offer

When An Offer To Purchase is Received...

Calculate your expenses and net proceeds
Ensure the qualifications of the buyer
Keep you informed of upcoming actions
Maintain rapport & communicate with the co-op agent involved
Order the title insurance, deed, & survey
Ensure appraisal is performed and provide any necessary documents

While the Transaction is Pending...

Review & the negotiate the inspection on your behalf
Follow up with the buyer's lender
Review the title work to ensure everything is clear
Provide numbers for the transfer of utilities
Schedule closing
Coordinate the buyer's walk-through
Review & explain the HUD statement prior to closing
Review the closing documents & verify the proper proceeds
Help coordinate possession details & the transfer of keys
Arrange for the payment of all expenses & repair allowances

At the Closing...

GOAL: To make your selling experience a smooth and pleasurable one!



COURT REALTY
RESIDENTIAL REAL ESTATE

SAMPLE SHOWING REPORT

www.showings.com

31 Total Showings

14121 EQUINE CT (2751471)

[Expand All Feedback](#) | [Close All Feedback](#)

Showing Date/Time	Showing Agent/Office	Phone/Contact	Type/Result
<input checked="" type="checkbox"/> Sun, Oct 21, 2007 11:15 AM - 12:15 PM	<u>KIM Thomas</u> F. C. TUCKER COMPANY	317-843-7766(o) 317-216-3949+(v) 317-435-1445+++ (c)	Showing/ Setup
<p>No feedback given. Provide feedback now. Or Request Feedback from agent. 3 feedback requests have automatically been sent.</p>			
<input checked="" type="checkbox"/> Sat, Oct 20, 2007 10:30 AM - 11:30 AM	<u>JAMES JUNKINS</u> CENTURY 21 REALTY GROUP I	317-595-2100(o) 317-558-6875+(v) 317-523-5970+(c)	Showing/ Setup
<p><input type="checkbox"/> Close Feedback Home shows very nicely, but its proximity to 141st was undesirable to my clients. Thanks! [edit]</p>			
<input checked="" type="checkbox"/> Thu, Oct 18, 2007 12:00 PM - 1:00 PM	<u>RONALD DILLON</u> F. C. TUCKER COMPANY	317-259-6000(o) 317-216-8419+(v) 317-201-5246+(c)	Showing/ Setup
<p><input type="checkbox"/> Close Feedback Very nice home. Great upgraded kitchen. They liked the plan, finishes and flow. Didn't like backing up to the road behind. No other major objections. Not in their top three. Also like west Carmel better than this area. I'll keep it in mind for other clients. Thanks for the showing. Ron Dillon F.C. Tucker [edit]</p>			
<input checked="" type="checkbox"/> Wed, Oct 17, 2007 1:30 PM - 2:30 PM	<u>BRADLEY GRANT</u> CENTURY 21 REALTY GROUP I	317-595-2100(o) 317 558 8971++(v) 317-997-2723+(c)	Showing/ Setup
<p><input type="checkbox"/> Close Feedback Directions for last turn is on the LEFT. We passed it and had to retrack to find because we were all looking to the right for the street sign. No interest due to location and proximity to busier road. [edit]</p>			
<input checked="" type="checkbox"/> Mon, Oct 15, 2007 3:00 PM - 4:00 PM	<u>KAREN TANNER</u> KELLER WILLIAMS INDPLS METRO N	317-846-6300(o) 317-843-3503(v) 317-714-7687+(c)	Showing/ Setup
<p><input type="checkbox"/> Close Feedback</p>			



COURT REALTY
RESIDENTIAL REAL ESTATE

Number one

Don't ignore the first offer

By: Thomas Ervin

For Direct Publishing

Let's assume that you have had your home on the market for only one week. Your asking price is \$84,900. Today, your Realtor calls to ask for an appointment to present an offer that a buyer has just made on your home. Of course, you are delighted to hear the news and anxiously await the Realtor's arrival to learn more about the terms of this offer.

The amount of the offer is \$80,000. Because this is the first bid on your home and due to the short market time of one week, you feel quite certain that there will be many more if this sale does not go through. Your reply to the buyer is that you have decided to hold out for your full price of \$84,900. The buyer chooses not to pay your figure and continues to look at other homes.

The weeks begin to go by with no other offers in sight. After a period of two months on the market, you begin wondering if you should have been willing to negotiate with a little bit more flexibility than you did. You ask your agent to see if the original buyer has found another home yet. Unfortunately, the buyer has already bought and moved into another home in your area.

In an effort to get some new interest in your home, you decide to drop your asking price to \$83,500. Five weeks later, another buyer becomes interested in your home and submits an offer in the amount of \$78,000. Because you have been trying to sell your home for over three months, you are getting rather tired of the whole situation and decide to counter this offer with a figure of \$80,000. The buyer, who knows your home has been for sale awhile, agrees to split the difference at \$79,000. Reluctantly, you settle for the \$79,000 figure.

This scenario that I have just described is not at all unusual. It is normal to feel that other offers are just around the corner when you get an offer shortly after putting your house up for sale. Ironically, however, this first offer is usually the best offer you will ever receive. The longer your home remains on the market, the less likely you are to be in a strong bargaining position when an offer comes along.

Remember, the first offer is usually made by someone who has been waiting just for your type of house to become available. Don't ignore that fact.



COURT REALTY
RESIDENTIAL REAL ESTATE

WHAT IS YOUR PROPERTY WORTH?

- What you paid for your property does not affect its *current market value*
- The amount of money you need from the sale of your home does not affect its *current market value*
- The price you want for your property does not affect its *current market value*
- What another real estate agent says your property is worth does not affect its *current market value*
- What an appraiser says your property is worth does not affect its *current market value*

The Value of Your Property....

is determined by what a BUYER is willing to pay in TODAY'S MARKET based on comparing your home to others currently for sale.

BUYERS ALWAYS DETERMINE VALUE!



COURT REALTY
RESIDENTIAL REAL ESTATE

IS MY HOME PRICED CORRECTLY?

Our mission and goal is to sell your home for the highest possible price, however, the one thing we cannot control is the market. The value of your home from a selling standpoint will be determined solely by the qualified buyers that look at it. We have generated the following "buyer responses" to help you understand the 3 common responses of a home's market value vs. its list price. It is important to remember that we will need to monitor the list price as we receive feedback to make sure your home is priced to sell!

"You've Got to be Kidding Level"

Symptoms: No showings and no offers. The agents and potential buyers are not interested in even showing your home because they believe they can buy more for their dollar elsewhere.

10% Overpriced

It's Okay...But I Think I'll Keep Looking"

Symptoms: Either 10-12 showings and no offers OR the home has been on the market 4-6 weeks with no offers. The potential buyers believe that they can still get more home for their dollar and are willing to keep looking.

5-10% Overpriced

"This is it Level"

Symptoms: Showings, second showings, and offers in the first 4 weeks. CONGRATULATIONS! This is the level where you want to be. At this level, you should be able to hold within a few percentage points from the list price. Buyers see the value and believe your home is "hot"



COURT REALTY
RESIDENTIAL REAL ESTATE

Estimated Proceeds Sheet

Sales Price

Mortgage Payoff

1st

2nd

Estimated Real Estate Taxes:

(Taxes are pro-rated - brought current to closing)

(May Pmt. = Jan. 1 - June 30)

(Nov Pmt = July 1 - Dec. 31)

Real Estate Commission:

Deed & Affidavit:

Estimated Title Insurance:

(Possible discount with a copy of prior title work)

Transaction Fee/Document Protection:

Repairs/Maintenance:

Home Warranty:

Miscellaneous:

(Courier fees, recording fees, etc.)

TOTAL NET PROCEEDS:



COURT REALTY
RESIDENTIAL REAL ESTATE

MOVING CHECK LIST

Pick a moving company

Call all utility companies

Send a change-of-address notice to family, friends, & all service companies
(i.e. insurance, accountant, stockbroker, lawyer, etc.)

Notify the school of your intended moving date

Notify your pastor, priest or rabbi

Obtain birth records, medical records, and baptism records

If your car or other possessions are not paid for, obtain permission to
have them moved

Arrange to have investment portfolios transferred

Remove all items from your safety deposit box

Obtain previous tax records from your accountant if you do not have
copies

Transfer all checking and savings accounts

Obtain all items being cleaned, stored and repaired (i.e. dry cleaners, seamstress, jewel-
ry repair, gym, etc.)

Return library books and any items borrowed from friends and neighbors

Make all necessary travel plans (i.e. hotels, flights, etc.)

If traveling by car, have the car serviced and plan your itinerary; have maps, emergency
equipment (i.e. first aid kit, spare tire, flashlight, etc.), snacks, and entertainment

Have plenty of travelers checks and cash

Cancel delivery of newspapers; change of address to all magazines

Cancel trash pickup

Obtain records on all pets and travel tips from your veterinarian

Prepare a box of basic items you'll need upon arrival to your new home
including, cleaning supplies, toiletries, coffee pot, etc.



COURT REALTY
RESIDENTIAL REAL ESTATE

MOVING HINTS

Obtain a telephone directory from your new area

Order the local newspaper to see what's happening

Buy a detailed street map of your new area

Allow yourself some time to get settled and meet the neighbors before you start work

Communicate with your children; moving can be very stressful especially to children

Ask your realtor to help you with items that require local assistance

PACKING TIPS

Have a garage sale or donate unneeded items to a charity

Gather empty boxes (make sure you can lift them when filled)

Compartmented cartons are ideal for glassware and small knick knacks

Wrap all breakable dishes in tissue or "moving" paper as newspaper ink may stain items

Use washcloths, hand towels, throw rugs, etc. as packing filler

When packing odd items, put the "heavy items at the bottom for better balance

Pack similar items together

Empty the refrigerator and freezer so they can dry at least 24 hours to prevent mildewing

Take valuable jewelry, special documents, and collectibles with you personally

Be especially careful packing items that may leak in tightly sealed bags or containers; discard all aerosol cans, paint, etc.

Empty all gas from tools, lawn equipment, and camping gear

Mark all boxes specifically to aid in unpacking