

Listing Plan of Action-Team Estes

My Objective Are The Following

1. To assist in getting as many qualified buyers as possible into your home until it is sold.
2. To communicate to you weekly the results of our activities.
3. To assist you in negotiating the highest dollar value...between you and the buyer.

The part I like best is when you receive the proceeds from the sale and are completely satisfied!

The Following Are the Steps I Take to Get a Home Sold...the "Proactive Approach"

1. Submit your home to our local Multiple Listing Service.
2. Price your home competitively to open the market vs. narrowing the market.
3. Promote your home to our offices.
4. Develop a list of features of your home for the other REALTOR's to use with their potential buyers.
5. E-mail your properties information and property web site link to all REALTOR's located within the property's locality for their potential buyers.
6. Suggest and advise as to any changes you may want to make to your property to make it more desirable.
7. Constantly update you as to any changes in the market place.
8. Prospect 2 hours per day and talk to 15 people per day looking for potential buyers.
9. Contact over the next seven days my buyer leads, center of influence, and past clients for their referrals and prospective buyers.

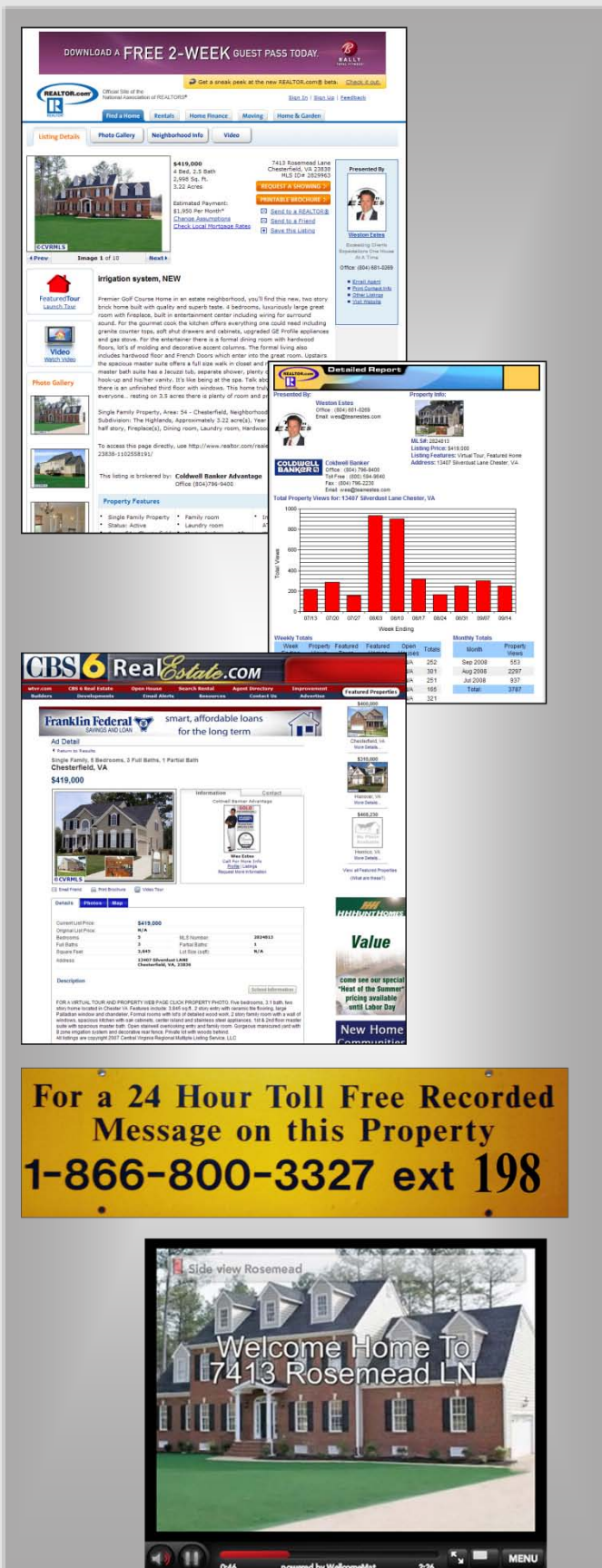
www.TeamEstes.com

RE/MAX Commonwealth

5 Offices throughout the area

Phone: 804-681-0269 | Fax: 888-541-9765

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10. Add additional exposure through a professional sign and lock-box.
11. **Exposure...Exposure...Exposure.** Professional graphics for all marketing pieces. Customized web page exclusively to your property which includes: MLS fact sheet, virtual tour, property video, subdivision information, specific school information for the schools that are associated with the property, map with driving directions, and much more. This web site will be hosted on the MLS for ALL real estate agents to have access to. Your home will be featured on the following web portals: **Realtor.com, Remax.com, Homes.com, Yahoo, Richmond.com, HomePages.com, Homeseekers, Prudential Properties VOW, TeamEstes.com, TeamEstesCommonwealth.com, FrontDoor.com, Trulia, Zillow.com, Vast.com Google Base, You Tube, Craig's List and more.** Your home will receive a talking house...a toll free hotline providing an audio tour of your home. Professional laminated "Just Listed" post cards will be sent to my sphere of influence and to your neighbors. Property business cards...outlining your property.
12. Whenever possible pre-qualify the prospective buyers.
13. Keep you aware of the various methods of financing that a buyer might want to use.
14. When possible have cooperating agents in the area tour your home.
15. Follow-up on the salespeople who have previewed your home with their clients for their feedback and response.
16. Assist you in arranging interim financing, if necessary.
17. Represent you on all offer presentations to assure you in negotiating the best possible price terms.
18. Handle all the follow-up upon a contract being accepted...all mortgages, title and other closing procedures.