

Initial Listing Consultation Preparation:

1. Please fill out the Team Wycoff Questionnaire on our website at <https://www.teamwycoffrealtors.com/sellerinformation>
2. Do NOT clean your house for this appointment! This is not photo day! Please also leave the closet organization for LAST! I rarely take photos of closets, garages or unfinished portions of the basement. As long as buyers can see the space, access mechanicals and nothing is going to fall on their heads, you are good!
3. Please be prepared to give me a tour of the property and tell me any updates or special features. I want to get to know your house as much as possible so that I can accurately answer questions from buyers or other Realtors when asked. I also like to prepare a Special Features sheet for the Realtors to download on our MLS. This will provide them additional information that I can't fit into the MLS description.
4. Please have a notebook or tablet handy to take notes! While I am getting to know your house, I am also looking at it from both a buyer's perspective AND a photography perspective. A high percentage of buyers are going online to search for houses and if we don't entice them with the photos, we are in major trouble! With your permission I will make suggestions about condition, staging, touch ups, etc. in order to help you sell quickly and for the most money. Please take what I say with a grain of salt, as I know sometimes moving the massive piano out of the room isn't always possible. I won't cry if you don't take my advice. I will, however, give you sound advice that will help you get results!
5. Please refrain from starting any improvement projects until I can walk through the house with you. Sometimes things that you think need to be done to sell the house, don't really need to be done! I would rather you spend that time & money on your NEW house! If, however, repairs or improvements need to be made, I will give you advice on them. Sometimes a seller wants to repaint a room for us prior to this appointment, but picks an alarming shade of paint. In that case, I will make a recommendation for them to neutralize the color... I prefer not to have you do double the work! In addition, I have discounts with painters, flooring companies, appliance companies, etc. that can help cut your expenses, should any improvements be necessary!
6. I will prepare in advance a Competitive Market Analysis (CMA). This will help you understand what you are competing against (so we know if we will be the Bride or Bridesmaid in comparison) and what has closed recently that is

comparable to your home. It's important to look at what has closed, as those are the comps that the Appraisers will look at. I want to make sure that the appraisal will come back at the agreed upon price on the home and not under. The last thing we want for you is to find out a week prior to closing that the home under appraised! That is NOT a desirable situation. By looking at both your competition and the closed comps, you will be better educated to decide your correct list price. At the initial listing consultation I WILL give you a recommendation on list price. Given the current market conditions, I recommend listing at a competitive price in order to obtain multiple offers and offers that are over asking price. I do not recommend "padding" the price with a lot of "wiggle room." This is a recipe for high days on market, a series of price reductions that make you look desperate, and a low-ball offer. You are in a MUCH better position if you get an offer quickly. I will make my recommendation on price and then, ultimately, the decision on list price is up to you.

7. Please prepare any questions you may have for me. I will spend all the time you need explaining the process and answering your questions. I am here to help you. Consider me your Real Estate Coach!
8. An initial listing consultation can take from 1-3 hours. Please let me know if you have time limitations.
9. I will prepare a Marketing Plan for your property so you will know all the steps I take to help you have success in selling your house. Second to working with people, my favorite part of being a Realtor is the marketing. Marketing truly is my forte!

Listing Day:

1. Please have two keys for me. One will be placed in the combo lockbox and one will be placed in a Supra lockbox, which can only be opened by Realtors that belong to our local association of Realtors. I like to have both lockboxes present for showings, as some Realtors may not be members of our local association and will need access to the home for their showings. In addition, I prefer to keep the black combo box at the home during the entire transaction for the appraisal, inspection & final walk through. You will have the code for the combo box.
2. Be prepared to sign all listing documents, including disclosures. The typical disclosures you will sign will be Radon, Lead Paint, Mold and the general Residential Property Disclosure form. I will talk you through this at the time of our meeting, however, please be prepared to tell me about any ongoing

material defects in the home. These forms are usually signed electronically through a system called DotLoop. Your signature will be assigned to your email address. Only one person can be in the documents at a time, so when you are done signing, please completely close out of the page.

3. Please have all the items moved that we discussed at our initial meeting. This includes rugs, garbage cans, remote controls, tooth brushes, toilet brushes/plungers, "fridge art," etc.
4. Please have cars and trash cans out of the driveway.
5. Please have all the lights on and fans off.
6. Please have all the curtains open and the blinds all the way up.

FAQs and Other Helpful Information:

1. I will place your lockbox on your front porch. I hardly ever put the lockbox on the doorknob, as the lockboxes are heavy and could potentially damage your door.
2. The Realtors will book showings through a system called ShowingTime. You will receive a text message informing you of the date/time of the showing. There is also a ShowingTime app you can download after we are listed where you can see the showing schedule on a calendar.
3. When you have a showing, please refer to the showing checklist prior to leaving the home. If you are going to leave the home for a couple days to allow showings to run their course, I like to be the last one in the home before the first showing. I call this the "final fluff." ☺ I will walk through the home and make sure nothing was accidentally overlooked and that it is "show ready."
4. I will ask ALL Realtors after every showing for feedback. Sometimes I get it and sometimes we don't. While I try to get that feedback from the agents, sometimes they are busy on a showing marathon and simply don't respond. Don't take that to heart! If I don't hear back after 2 tries, it probably means that their client bought another house.
5. The beauty of being listed by a Realtor is that the buyers coming through your house are SCREENED and pre-approved buyers. These generally aren't "nosy neighbors." They are interested in potentially purchasing your house. If someone knocks on your door wanting to see your house, DO NOT let them in. In fact, it is probably in your best interest not to even answer the door. If they are interested, they will call the number on the sign. Then I will get them pre-approved with a lender and book an appointment for them to see your house. Your safety and security are of utmost importance!

6. Once I finish editing the photos on listing day, I will write the remarks and create the feature sheet. Once I hit ACTIVE in our MLS, I create a Facebook album on our Team Wycoff page and will boost it to the projected demographic of your buyer. I will then send you the MLS listing sheet for your review.
 7. Once the listing is LIVE on our MLS, it should populate Realtor.com, Zillow & Trulia within 15 minutes. I will send you the links to your listing right after it is activated.
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Listing Timeline: I suggest that we take photos the week before we list. On Monday I will “tease” the listing to the area Realtors on our private Facebook page. I suggest we activate the listing on Wednesday and allow showings all day Friday & Saturday. Ideally we place a deadline for offers of Sunday at 2pm and then we will review the offers virtually at 5pm. I will create a Google Drive link for you to review all offers and a spreadsheet I will create in order to easily compare the major details of each offer.



www.TeamWycoff.com
Berkshire Hathaway Central IL, REALTORS