

THE JANA MARTIN GROUP LISTING PLAN

What to Expect Now That Your Home is on the market

Your home will be entered into the Multiple Listing Service! This means that the information on your home will be immediately available to any agent that is in our Multiple Listing Service with maximum exposure. If an agent is actively searching for a new listing with special features that your home has, then it is conceivable that your home will be shown.

Flyer

A flyer of your home will be created by a professional marketing firm. This flyer will feature amenities and upgrades in your home. If there is information that you would like to go in the flyer, please be sure to notify us right away. The flyer will be completed as soon as a picture is obtained.

Telephone Answering Machines:

Please leave your answering machine on at all times. **Centralized Showing Service** will leave a message for all scheduled showings, unless you have instructed us to show your home without notification. For showing problems call **Centralized Showing Service** at (888) 998-9005.

Agent Open House Tour is held on Thursdays. This is when the agents tour the newly listed homes. Generally, your home will be toured within the first month of the listing. Our agents tour specific areas by zones. If we have just been to your area, it could be a little longer. We will notify you.

IMPORTANT: Please have your home ready for the Agent Open House Tour the same way you would if a buyer was coming – the lights and music on, the pets out of the way, and potpourri out! The agent's first impression is as important as the buyers'. They will be quickly previewing your home for potential buyers so please do not be offended if they are only in your home for a short time.

Leaving The House:

Please leave the house during showings. The agent is prepared to show your home to highlight the features that fit their buyer's needs. Please do not discuss your motivation or personal situation with the buyer or buyer's agent. This could possibly weaken your negotiating position.

Please be Patient!

It is important to understand that agents can be delayed. Sometimes their customer is late for the appointment, or they stay longer at one house throwing the agent's schedule off. Some

people look at houses for five minutes, some take 20 minutes. Buyers can also change direction in midstream on what they want to look at, so an agent has to go to entirely different areas or subdivisions and is not able to call you at that moment to cancel their appointment.

Staging your home.

Just like any other showroom, your home needs to appear in “perfect” condition EVERY DAY! This is difficult and we understand. Please prepare to have pets and children entertained outside of the home during showings.

Please remove all fixtures that do not stay! For example, if you have a light fixture that belonged to your grandmother, and is special to you – PLEASE remove fixture and replace before house is shown.

REMEMBER: If buyers aren't drawn to the image created by the front of your house, they will never see the inside! Fresh paint on your front door, touch up trim, colorful flowers in the front – all these factors communicates “I care” attitude to buyers. Now is the time to keep the front yard well trimmed and green.

Natural lighting and an inviting atmosphere sells homes. If you have a dark room, leave a light on and open all drapes and blinds. When you know someone is coming, turn on lights and music. Be sure that the bathrooms have fresh towels and the toilet seats are down.

Will your home be advertised?

Yes, but not in the Sunday newspaper on a regular basis. If a newspaper ad would sell you home, you would not need me. A more effective method of advertising is through the Homes & Land Magazine with a picture of your home. We will arrange for an ad as soon as the next deadline comes up. Keep in mind that the magazine has a 2 to 4 week lead time for ad copy, so copy deadline may prevent your home appearing for several weeks.

How often will The Jana Martin Group personally show your home?

The Jana Martin Group will only show your home to qualified buyers. We take approximately 400 buyer calls a month! We consult with every buyer to listen to their needs. We do not waste valuable time by showing property that does not meet the buyer's criteria.

Feedback and Follow-up.

Centralized Showing Service tracks all showings and records all feedback on the internet. This feedback is very valuable as it helps us position your home in the market at its best appearance and the best price.

CSS e-mails agents three times to request feedback. If they do not respond after the third e-mail, we conclude that there is no interest in your home.

About The Jana Martin Group.

We are all available to assure you receive first class service. We all have specific duties and systems set up so we can stay on top of all the details.

Please understand that I am always available for you, but also that in speaking with one of my group, you are communicating with me. Whenever possible let them handle the situation. IF YOU NEED ME, CALL ME!

The Jana Martin Group ALWAYS RETURNS CALLS, usually within 2-3 hours. If you do not get a response, please call again. On rare occasions a message may get misplaced or the voice mail could malfunction.

Responsibility for valuables.

I would like to bring to your attention that the Keller Williams Platinum Realty is not responsible for any losses of valuable articles, jewelry, cash, guns, etc. during the listing period. While the risk is minimal, I strongly urge you to lock away all items of value in a safe place.

Please take a moment to review the information that I have sent to you. Should you have any questions or suggestions regarding our marketing efforts, please don't hesitate to call.

Contract negotiation. Please be aware that all contracts are negotiated with a "time is of the essence" attitude. Please be prepared to review all offers immediately.

Sunday is a day of rest.

This is the day that we all relax with our families. I do not work on Sundays unless it is an extenuating circumstance. Occasionally we will schedule an agent to hold Open House in your home on Sunday, but this is at your discretion.