

## Marketing Changes Authorization

Name(s) \_\_\_\_\_

Property Address \_\_\_\_\_

Best phone number(s) \_\_\_\_\_

Best time to call \_\_\_\_\_

- 1) PRICING:** We recommend that you price your home slightly below the competition due to supply vs. demand issues facing the housing market.

You need to win in several categories. These categories include: Price, condition, square footage, location, age, and amenities! Remember, you compete not only in your subdivision and your city, but also surrounding towns.

**Please initial (all owners must initial)**

\_\_\_ \_\_\_ We/I believe we are fairly priced.

\_\_\_ \_\_\_ We/I need a further price reduction of \$\_\_\_\_\_.

\_\_\_ \_\_\_ We are (I am) not sure and would like to discuss this with you further.

- 2) HOME WARRANTY:** We recommend that you offer buyers a Home Warranty to give our future buyer(s) peace of mind.

Explanation: Our HWA 1 year home warranty features immediate protection for your home through closing after which the warranty transfers to the new owners.

**Please initial (all owners must initial)**

We/I reviewed and talked about a home warranty and . . .

\_\_\_ \_\_\_ We/I want the home warranty please order it as soon as possible

\_\_\_ \_\_\_ We/I do not want coverage

\_\_\_ \_\_\_ We are (I am) not sure and would like to discuss this with you further

- 3) CLOSING COST CREDIT:** We recommend that you offer to pay buyer's closing costs and or closing points as a way of attracting a buyer.

Explanation: Paying buyer's closing costs makes your home attractive to a prospective buyer. Many first-time buyers are strapped for cash and some second time buyers merely broke even selling their home. Paying buyer points will lower their monthly payments allowing them to afford a home that might otherwise be out of their price range.

**Please initial (all owners must initial)**

\_\_\_ \_\_\_ We/I want pay up \$ \_\_\_\_\_ in closing costs.

\_\_\_ \_\_\_ We/I want to pay point(s) to help our buyer(s) obtain a better interest rate.

\_\_\_ \_\_\_ We are (I am) not sure and would like to discuss this with you further.

\_\_\_ \_\_\_ We/I do not want to do assist with points or closing cost at this time.

- 4) COMMISSIONS:** We recommend that you offer a bonus to the buyer or the buyer's broker.

Explanation: NOW many sellers are offering bonuses to attract more showings and more buyers.

**Please initial (all owners must initial)**

\_\_\_ \_\_\_ We are (I am) already at a 6% commission.

\_\_\_ \_\_\_ We/I agree to move commission to 6% with a 3% payout ASAP.

\_\_\_ \_\_\_ We/I agree to move commission to 7% with a 3.5% payout ASAP.

\_\_\_ \_\_\_ We are (I am) not sure what rate we are paying please contact us.

\_\_\_ \_\_\_ We/I want commissions to stay at our originally agreed upon rate.

- 5) PROFESSIONAL STAGING:** We recommend that you consider the services of our interior decorator to professionally stage your home.

Explanation: This service provides an average return of more than 200% on your investment. Because you often compete with new construction or finely decorated homes, staging can make a huge difference.

**Please initial (all owners must initial)**

We/I would like to meet your interior decorator/professional stager ASAP.

We/I would love to but it's not in our budget.

We are (I am) not interested in this strategy at this time.

- 6) PRE HOME INSPECTION:** We recommend that you have your home inspected by a home inspector that will update your inspection results once you complete any recommended repairs.

**Explanation:** We advise that you have the home inspected for Radon and Mold then complete any recommended mitigation.

By completing ALL work upfront you will reduce any possibility of a future sales contract falling through.

The biggest plus is we present your home with a complete bill of health. The buyers are free to conduct any inspections or see the results of the final inspections that were completed under your direction.

**Please initial (all owners must initial)**

We/I would like a complete home inspection ASAP.

We/I would like a complete Radon inspection ASAP.

We/I would like a complete mold inspection ASAP.

We/I would love to but it's not in our budget.

We are (I am) not interested in this strategy at this time.

**If you need repairs or enhancements** to your home, we have contractors that will give you faster as well as discounted cost of their services simply because of the large amount of work we have given them over the years.

- 7) NET SHEET:** We recommend that you have a Mortgage Consultation with a detailed selling expense Net Sheet to fully understand what costs are associated with buying and selling.

**Please initial (all owners must initial)**

We/I would like a lender to call us ASAP.

We/I would like a complete detailed net sheet.

We are (I am) not interested in this strategy at this time.

**8) SHORT SALE:** If you owe more money on your home and are behind on your payments we need to assist you in setting up a short sale!

**Explanation:** Short sales occur when a lender agrees to take less than the amount they are owed on a non-performing loan as full payment for the loan. This only happens when a loan is in default and the owner has little or no equity and the owner owes more on the property than it is worth.

**Please initial (all owners must initial)**

\_\_\_ \_\_\_ We are (I am) not a short sale candidate.

\_\_\_ \_\_\_ We/I would like a lender to call us ASAP.

\_\_\_ \_\_\_ We/I would like to order a short sale.

**Our “3 Way” Premium 6% Program Offers Valuable Perks To Cover Many of The Costs Stimulating Buyers.**

1. Our Premium Program allows us to offer a 3% commission instead of the average 2.5% payout to the MLS co-op brokers. This added value shall be an incentive for the co-op broker to point out all of your homes important advantages over other homes!
2. With our Premium Program we offer a \$295 credit at closing for using the Services of Our Professional Stager to make home look its best!
3. With our Premium Program makes your home warranty totally free to you because we pick its cost at closing!

\_\_\_ \_\_\_ We/I love this and agree to the premium program and its 6% commission.

\_\_\_ \_\_\_ We are (I am) not interested in this strategy at this time.

**Earn \$500 For Each Referral And Stimulate The Market**

The delicate balance of the greater real estate market means that we need to get homes moving so that people can step up and buy their next home. The buyers and sellers that you refer to us can actually play a vital role in getting YOUR home sold! It's all a part of the circle of life in real estate.

We sincerely hope you will tell your friends, family, neighbors and co-workers about our services.

Who Do You Know That's Moving (earn/save \$500)

Friends \_\_\_\_\_

Family \_\_\_\_\_

Neighbors \_\_\_\_\_

Co-workers \_\_\_\_\_

People from Worship \_\_\_\_\_

Business Associates \_\_\_\_\_

You'll be doing them (and us) a favor because they too will receive the same excellent service that you have experienced with our home selling team.

**If Your Referral Goes Under Contract After You Close**

We will send you a Commission Savings Certificate which reduces our commission by \$500.00 on your next move, (one for each referral who becomes a client of our services).

IMPORTANT: Even if you have no plans to move again and personally are unable to take advantage of this offer, you can pass your Commission Savings Certificate along to a friend or family member or someone who can benefit from the savings.

This program works as a coupon that you apply towards your Real Estate transaction. That transaction can either be your purchase or your sale.

Real Estate commissions (in accordance to Illinois law) can only be paid to a licensed Realtor. Thus any coupon credits must be issued at closing of your real estate transaction or anyone you pass the certificate to.

**Please complete this form and Fax it to us.**