

Real Estate Service Proposal

Presented by:
BrazosLand Classic Realty

BrazosLand Classic Realty

BCR Realty is the exciting result of a March 2010 union between Classic Realty Associates, Brazosland Realty, and Brazosland Properties! Classic Realty began operating in 1978, Brazosland Realty in 1974. Both of these firms are well known for producing real estate industry leaders, loyal Realtors, low agent turnover, exceptional client service, real estate information and consulting, and a long standing, rich tradition of being two of the largest and oldest real estate companies in the Brazos Research Valley.

For more than 68 years of combined sales, leasing and Realty services in Bryan and College Station, Texas, Brazosland Realty and Classic Realty have proudly served their clients. Now, we are united!

You are welcome to visit us at either of our existing websites for more information on properties, homes, Realtors, or just to ask a question! We look forward to getting to know you!!

**For all your real estate needs, BrazosLand Classic Realty
is a great company to work for, and an even better
company to have work for you!**

We'll Guide You Through Every Step

Before your home is listed:

- Prepare a competitive market analysis to help the seller in pricing their home correctly.
- Take photos of the property.
- Prepare property marketing plan & ad schedule.
- Suggest cosmetic improvements.
- Discuss showing instructions.
- Explain the home selling process and real estate agency relationships.

After your home is listed:

- Enter listing into MLS database.
- Enter photos into image gallery of MLS.
- Listing automatically added to the websites listed on "*Avenues for Marketing Your Home*" page of this packet.
- Schedule to take visual tour of home for all websites that have technology.
- Place "For Sale" sign and lockbox, if appropriate.
- Notify agents of new listing and set up agent's tour date.
- Promote listing in weekly sales meeting.
- Set up and promote open house.
- Submit text and photos for television and newspaper ads.
- Report activity and feedback to seller.
- Provide seller with 30 day report to include marketing summary and suggested marketing changes.
- Continuous sales meeting discussions.

While your home is listed:

By providing peace of mind to prospective buyers, the following steps can enhance the salability of your property....

- **Written disclosure** required by Texas Property Code. A written property disclosure statement will give buyers a clear understanding of this property and the surrounding neighborhood.
- **Home warranty** - A home warranty can give prospective buyers peace of mind by providing repair-or-replace coverage of major home operating systems and appliances.
- **Professional home inspections** - Professional inspections, such as structural, roof, and termite, will reveal the current condition of the property.
- **Information flyers** - Flyers in the brochure box entice buyers to call me for more information and an appointment to see your property.

From Offer To Completed Sale

When our marketing efforts bring a purchase offer, I will:

Negotiate the agreement

- Explain the offer to you and answer your questions.
- Help you determine the best course of action by pointing out potential advantages and disadvantages of the offer and clarifying the choices available to you.
- Prepare an Estimate of Net Proceeds based on the proposed price and terms.
- Negotiate through the buyer's agent, and handle possible counter offers to reach a final agreement that is satisfactory to you.

Complete the transaction

- Explain to you in detail all the steps that will occur for a successful closing, and answer any questions you might have.
- Work with the buyer's broker, inspectors, title company and others to help coordinate their activities and keep the transaction moving forward.
- Monitor progress of inspections, the buyer's loan and other contingencies as called for in the purchase contract. Resolve questions or problems that might arise, in order to ensure a timely closing.
- Assist you in handling details required for the completion of the transaction.
- Communicate with you on a regular basis so that you can stay informed and as worry-free as possible.

Getting your home ready for the market:

Once your home is listed with MLS it's "show time". Your house and even your way of life are on stage with the potential buyers who will see them. To keep the property looking its best, establish a routine to take care of the little details like making the beds each morning, cleaning up the clutter and sprucing up all the the spaces. These must be done daily or, in the case of repeat showings, every few hours. Price and condition of a home are the key factor for a successful sale!

To ensure the best condition, pay special attention to these areas:

Inside

- Clean walls and paint, if needed, with neutral colors.
- Clean windows inside and out.
- Test all light fixtures and put in new bulbs.
- Check all plumbing fixtures and repair as needed.
- Provide pleasant scent in the house; remove any odors.
- Make sure sinks and tubs are shiny and spotless.
- Check caulking in tubs and showers, repair as needed.
- De-clutter all closets, attic, basement, garage, and other storage areas.
- Pare down furnishings to give your home a more spacious look (agent can make recommendations).

Outside

- Mow, water and edge lawn carefully, then remove grass clippings.
- Spruce up flower beds, trim trees and weed.
- Clean or paint exterior surfaces, particularly the front door.
- Test all door and window locks.
- Inspect screens and screen doors, repair or replace as needed.
- Refurbish or replace faded street numbers.
- Have roof condition checked by an expert.
- Make sure all exterior lighting is in working condition

Home Selling Tips

When your home is to be shown, we will always attempt to make an appointment with you, giving you as much advance notice as possible.

To help make the best impression during showings, we suggest you:

- Open draperies and curtains to let in natural light.
- Turn on enough lights to brighten every corner.
- Remove dirty dishes.
- Make beds.
- Dust and vacuum; clear clutter.
- Clean kitchens and baths so they sparkle; clear all clutter.
- Turn off TV's and radios to cut down distractions.
- Remove pets from the house.
- Put away or remove valuables such as jewelry and cash.

Stay Safe!

- The most important element of the home sale is your safety. Avoid talking with prospective buyers during showings. Let the agent showing your home answer any questions the prospective buyers may have. It is best for you to leave while the house is being shown so buyers can visualize or imagine themselves living there. Complete the Seller's Disclosure Statement accurately and fully, and update it as needed to correctly reflect the condition of your home.
- If a prospective buyer comes by unexpectedly without a broker, get their name and phone number. **FOR YOUR OWN PROTECTION, DO NOT SHOW THE HOME.** Have unescorted buyers call your agent for an appointment.

Avenues For Marketing Your Home

The following marketing activities will successfully promote your property to prospective buyers and other Realtors.

Marketing Tactics:

- Install an electronic Supra key lockbox on your home when applicable
- Deliver and install our for sale sign and a brochure box
- Take Photographs to be used in the marketing of your property
- Submit property information to the following **web sites** and **MLS** systems:

www.BCRBCS.com – our own company web site

www.Homes.com – a paid internet site we use to promote listings

www.Realtor.com – National Association of Realtors web site

www.HAR.com – Houston Association of Realtors MLS system

www.BCSrealtor.com – Bryan/College Station MLS system

www.Txls.com – TX Listing Service MLS system for Washington & Austin Counties

www.Craigslist.com – well known real estate search web site

www.Fleajockey.com – KBTX Local channel 3 web site

When we create the Visual Tour of your home, it is uploaded to www.RealBiz360.com.
From there, it uploads to the following additional sites:



www.Google.com



www.Yahoo.com



www.Zillow.com



www.Trulia.com



www.Oodle.com



www.HomeSeekers.com

- We create a property information sheet for your home & put it in the brochure box.
- “Just Listed” postcards are sent to neighbors in your local area.
- Your home is promoted to our team of Realtors at our Tuesday Sales Meeting.
- We schedule a tour of your property for all area Realtors through the BCS/MLS.
- When appropriate, we will schedule a public Open House of your home.
- Your home is featured in local advertising, including **The Eagle Newspaper, Brazos Valley Homes & Real Estate Magazine, & Suddenlink Homesource Cable TV Show**. We also run **KBTX-TV** spot ads and **WTAW-Radio** spot ads to promote our company to the local community & provide exposure for your home.

More about our Virtual Tours

In the ever expanding world of the internet, you can bet that the need for maximum exposure is paramount. At BCR, we offer professionally designed virtual tours for our clients. This allows an agent and the public to view your property in a more realistic light.



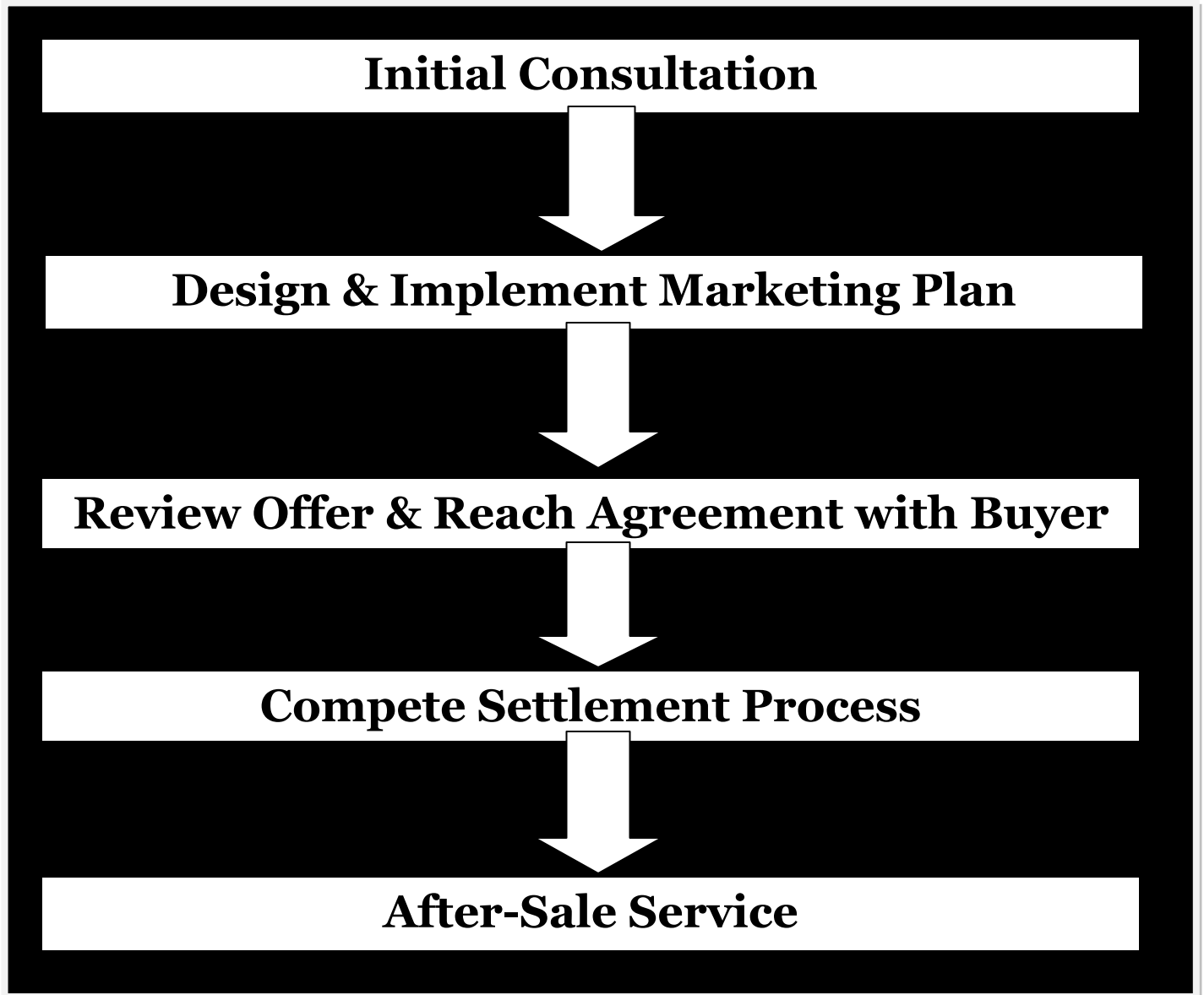
Through the RealBiz360 software, we have the ability to post your home's virtual tour to our MLS and other websites such as www.Google.com, www.Yahoo.com, www.Zillow.com, www.Trulia.com, www.Oodle.com, www.HomeSeekers.com and even post it to www.YouTube.com .

We are able to bring buyers to and through your home, getting you more exposure and maximizing your internet presence.

Today's consumer demands it, therefore we provide it!

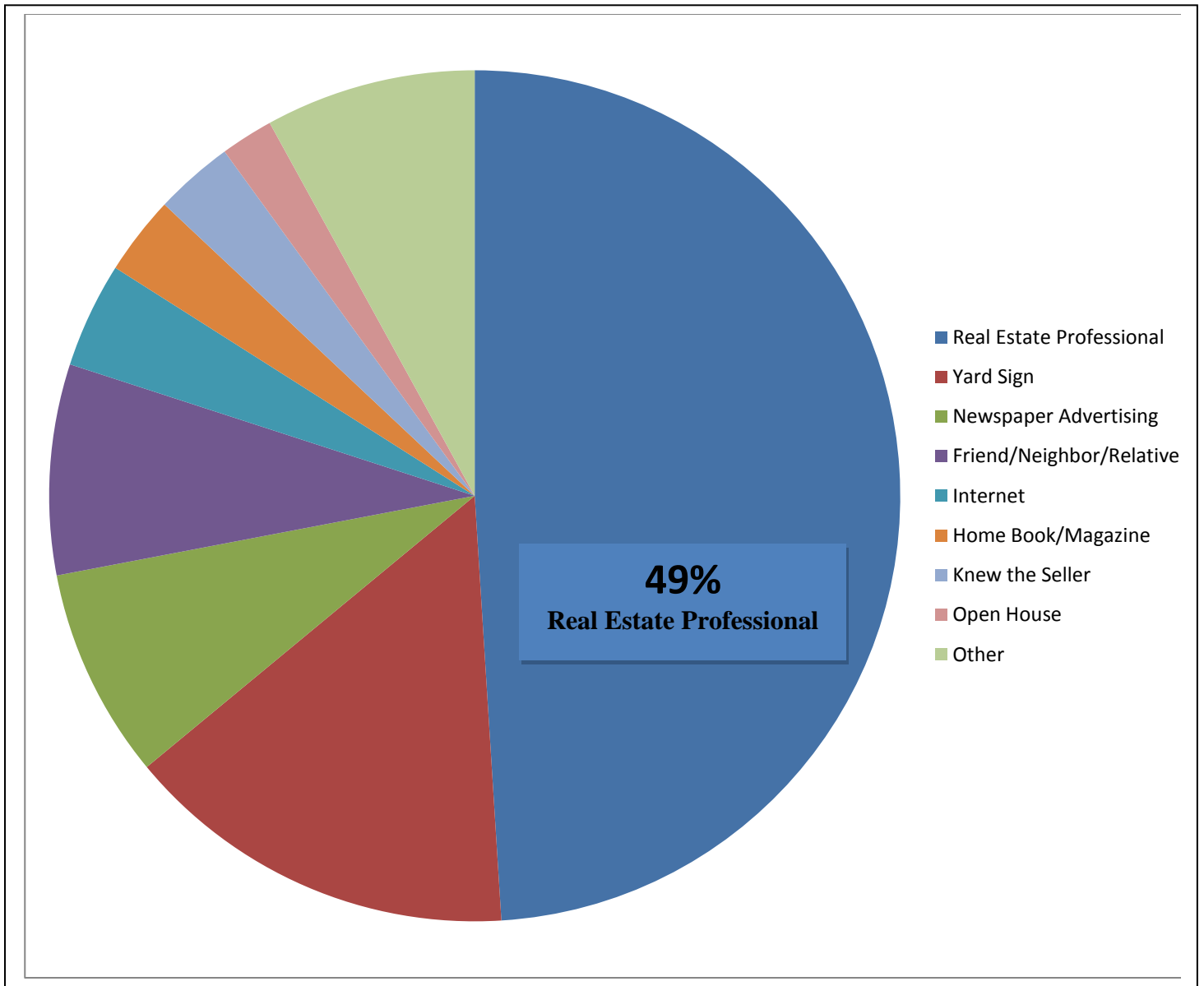
Home Selling Process

Selling a house typically includes many of the following elements....



How Buyers Find The Home They Purchase

Homebuyers may use several information sources in their search process, but they are most likely to find the home they actually purchase through a real estate professional.



Understanding Market Value

Market-sensitive pricing can be the key to maximum market exposure and ultimately, a satisfactory sale.

The existing pool of prospective buyers determines a property's value based on:

- Location, design, amenities and condition.
- Availability of comparable (competing) properties.
- Economic conditions that affect real property transactions.

Factors that have little or no influence on the market value of a house include:

- The price the seller originally paid for the property.
- The seller's expected net proceeds.
- The amount spent on improvements.

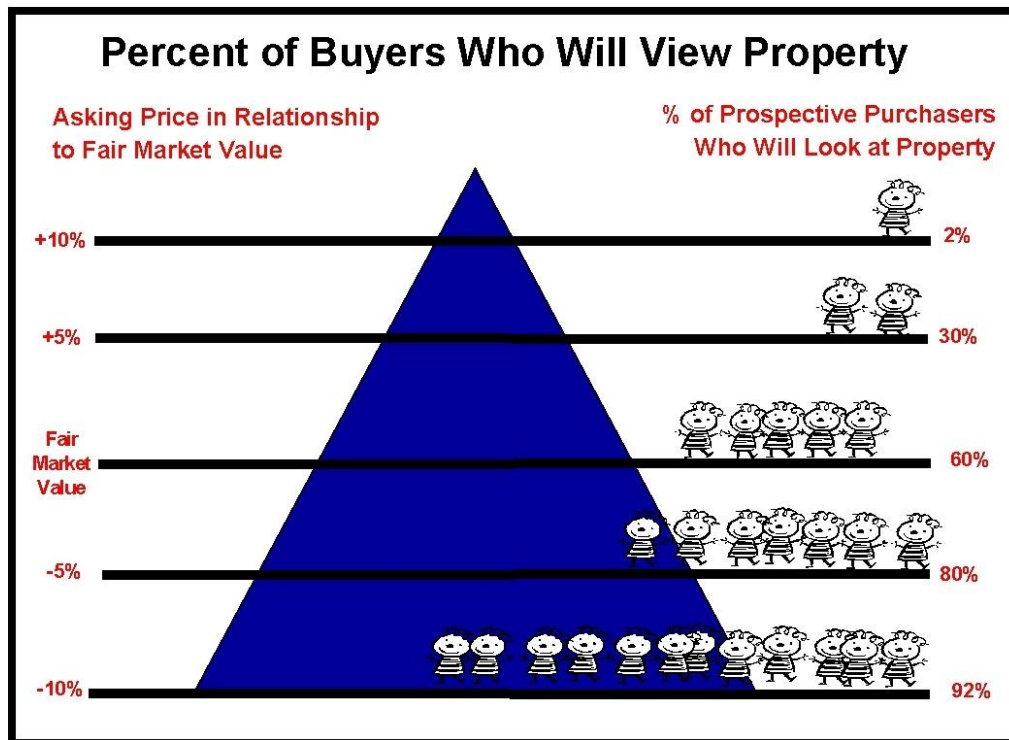
The impact of accurate pricing:

- Properties priced within market range generate more showings and offers, and sell in a shorter period of time.
- Properties priced too high have a difficult time selling.

Pricing your property

An impartial evaluation of market activity is the most effective way to estimate a property's potential selling price. A Comparative Market Analysis considers similar properties that:

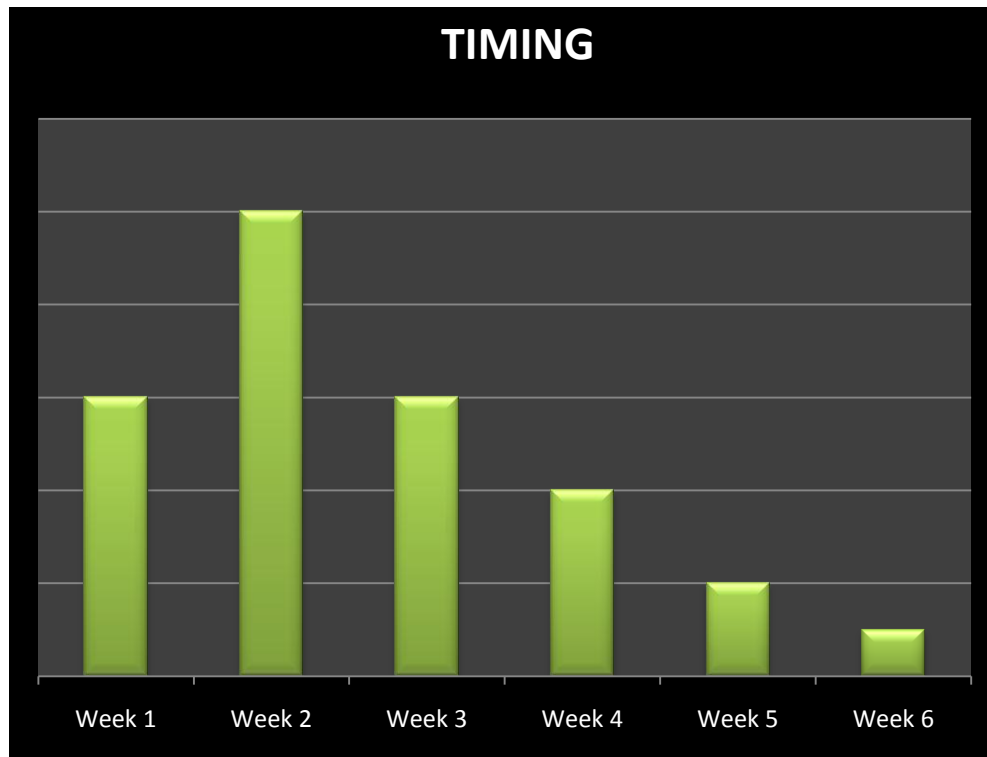
- Have sold in the recent past
- Are currently on the market
- Failed to sell



The Dangers of Overpricing

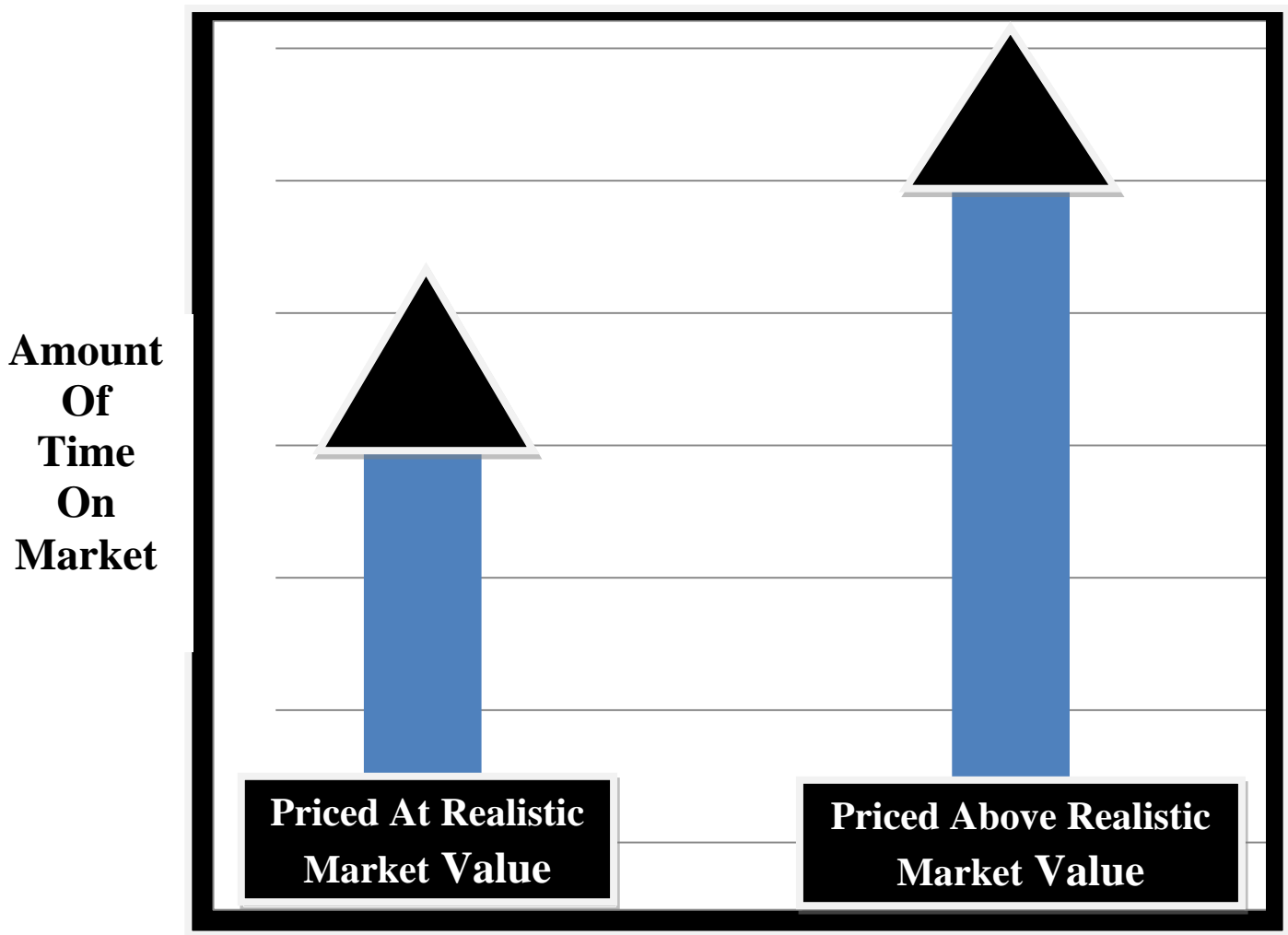
An asking price that is beyond market range can adversely affect the marketing of a property.

- Fewer buyers are attracted, and fewer offers received.
- Marketing time is prolonged, and initial marketing momentum is lost.
- The property attracts “lookers” and helps competing houses look better by comparison.
- If a property does sell above true market value, it may not appraise, and the buyers may not be able to secure a loan.
- The property may eventually sell below market value.



Pricing your Property

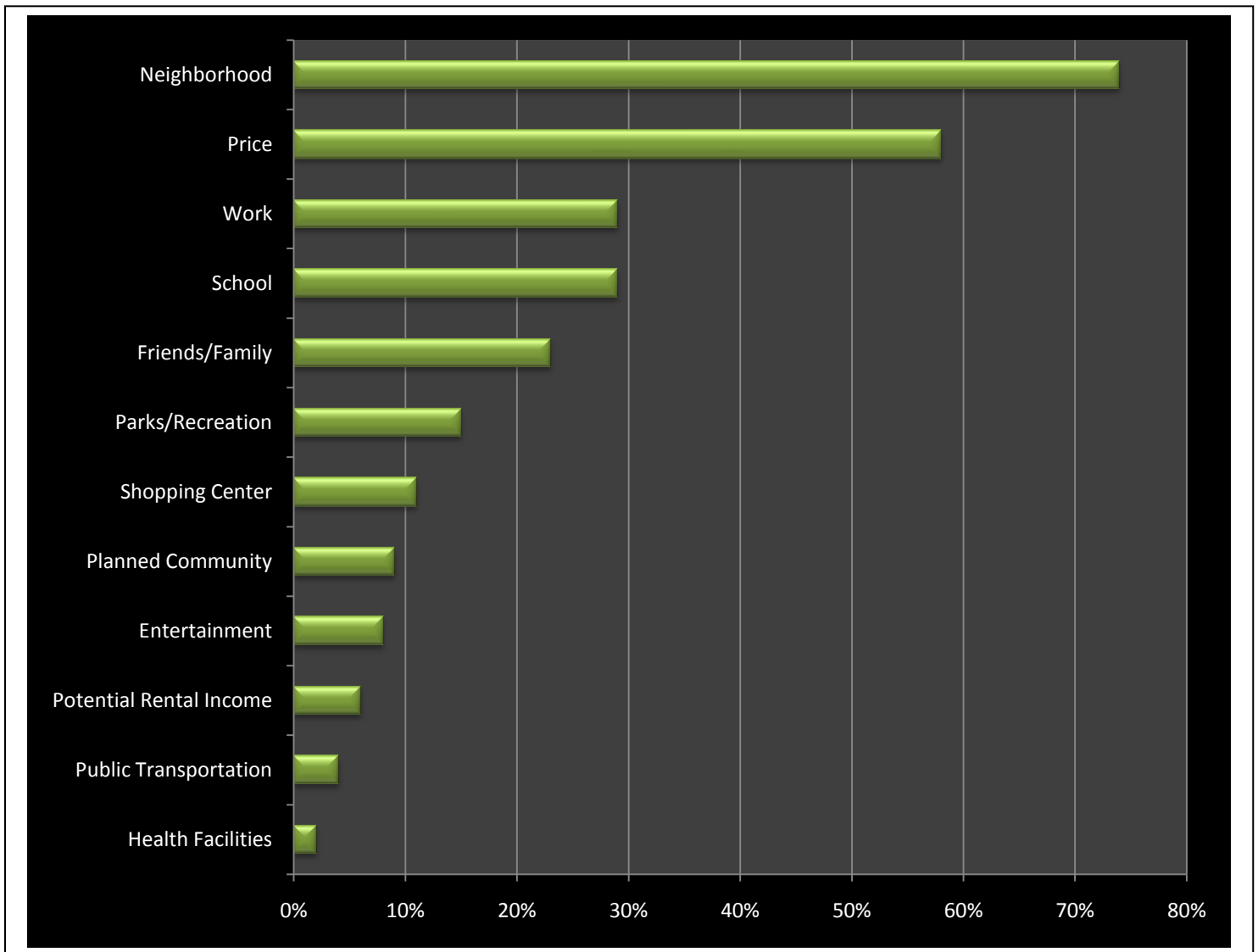
The higher a property is priced above realistic market value, the more time it will take to sell and the less interest it will attract.



Pricing your home accurately is important!

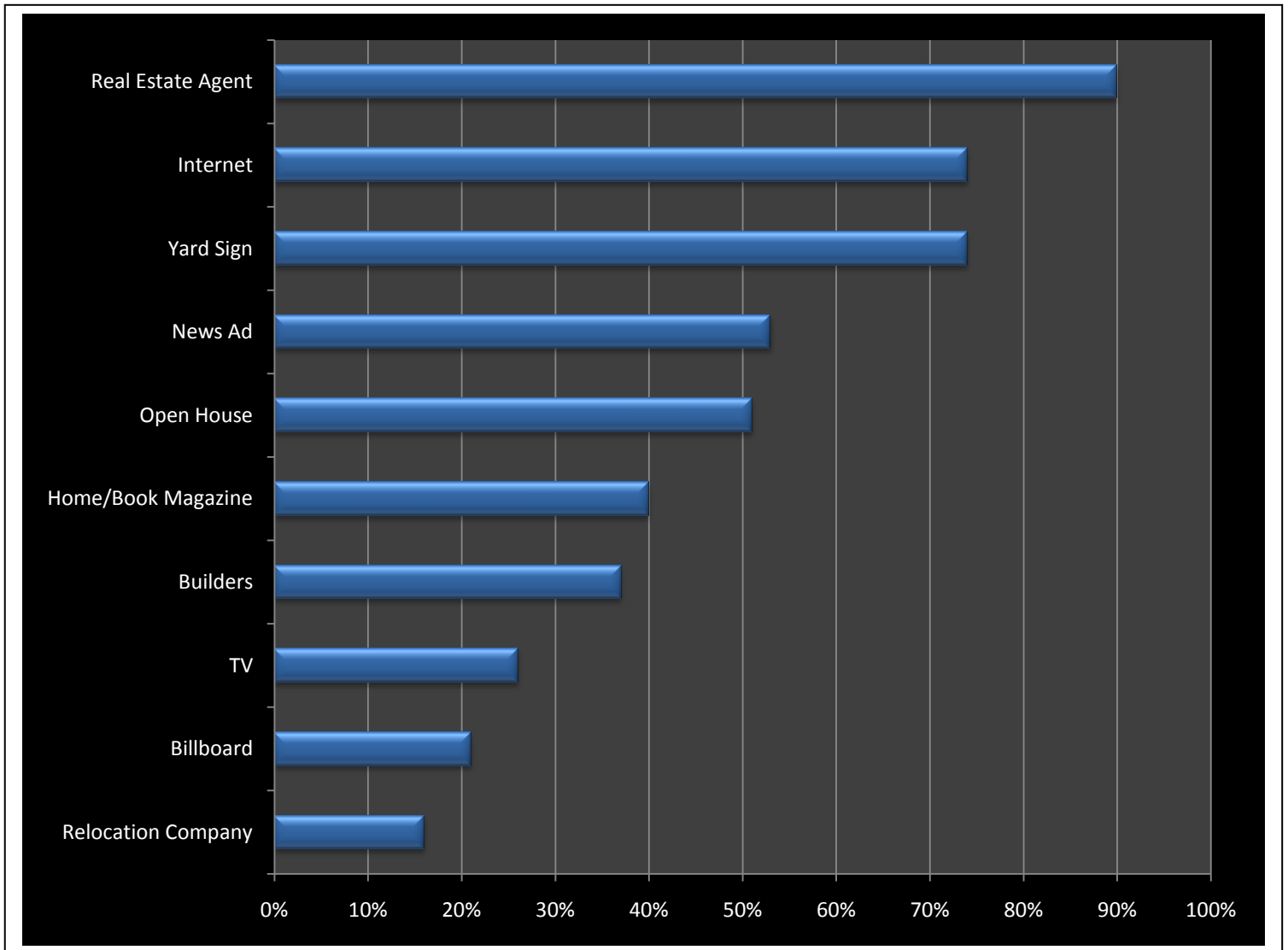
Factors Influencing changes

Many factors influence home buyers in their purchase decision.



Information Sources Used By Buyers

Real estate agents are the primary resource used by buyers in their home search.



How Our Team Will Help You!

How I Will Help You...

I will apply my knowledge and expertise to achieve the successful sale of your property.

Here is what you can expect from me:

- Your needs, interests and objectives will be my top priority. Tell me what is important to you, so I can help you attain your real estate goals.
- I will give you reliable information and solid advice so that you can make informed decisions. Please don't hesitate to ask questions.
- I will work for your best interests at every stage of the homeselling process, from the development and implementation of a Marketing Plan, through the negotiation of purchase offers, to the final settlement of the transaction.
- Communication is important. I will keep you up-to-date on the progress of the marketing and sale process.

It is my hope that you will be so pleased with my service that you will turn to me for advice on your future real estate needs, and tell your friends, family and co-workers.

BrazosLand Classic Realty & I will...

- Help you determine the best selling price for your property.
- Tell you what to do to get your property in sale condition.
- Recommend reputable repair companies if necessary.
- Develop a marketing strategy to show your property.
- Immediately enter your property in the Multiple Listing Service and other web sites.
- Meet with you to review progress at least once per month.
- Promptly advise you of changes in the market climate.
- Present all offers to you promptly and assist in evaluating them.
- Monitor progress toward closing when a contract is accepted.
- Immediately advise you of events that may threaten closing.
- Coordinate and monitor the settlement process.
- Monitor the appraisal and buyers loan approval.
- Stay in contact with the other agent involved in buying/selling process to make sure things are proceeding smoothly.
- Be present at closing to assure a successful conclusion.

Testimonials

Thank You!

July 8, 2009

Steve & Sarah Smith
4801 Quaker Ridge
College Station, Texas 77845

Dear Mr. and Mrs. Smith,

Thank you for the opportunity to present a marketing proposal for your property.

We understand that selling your property is an important decision. Our goal is to sell your property for the highest price and in the shortest time, to meet your goals, and to make the marketing and selling process efficient, successful and pleasant.

The purpose of this Marketing Proposal is to help you understand the marketing process, to acquaint you with the current market activity in the area, and to explain how BrazosLand Realty and I will assist you in achieving the sale of your property.

Our goal is to sell your property and make the experience enjoyable.

Yours truly,

Erik and Katy Scott

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Comparative Market Analysis (CMA)

**Your Properties
CMA**

By: Erik Scott