



## **The YogaBug Seller Experience: What We Do For You**

1. Initial Consultation (share all contact info, discuss general goals, set appointment to view home)
2. Preliminary Research before First Home Visit (RMLS History of Home, Title Company History, Recently Active, Pending, Sold, Withdrawn, Expired Listings)
3. First at Home Meet (Deliver Seller Documents; tour home; discuss goals, timelines further; find out most important thing about the process to this seller; follow up appointment)
4. Create Comparative Market Analysis (CMA): Call Listing Agents of Recently Sold/ Pending Regarding Seller Paid Concessions and Circumstances of Sale
5. Review CMA and Discuss Price Position
6. Explain/Review and Sign Listing Agreement
7. Deliver Sellers Disclosures for Seller to Complete within a Few Days
8. Discuss a Pre-List Home Inspection and Review Needed Repairs
9. Facilitate Scheduling of Pre-List Home Inspection and Attend if Applicable
10. Schedule Bruce's Pre-List Staging Consultation or Other Staging
11. Discuss Home Warranty
12. Set List Date
13. Schedule/Coordinate Pre-List Cleaners, Landscapers, Contractors etc.
14. Schedule Home Energy Score per The City of Portland
15. Schedule Professional Photographer
16. Meet Photographer for Shoot
17. Fill in RMLS Data Sheet For Seller Review and Note All Features and Improvements
18. Discuss Showing Times
19. Create Flier (Permaflierr and Other Promotional Materials)
20. Launch Pre-List Marketing via Social Media (Facebook, UTube, Instagram, LinkedIn)
21. Order Sign Post Installation
22. Place Lockbox on Home
23. Upload Photos and Home Data in RMLS
24. Place Sign and Directionals in Neighborhood if Allowable
25. Listing Syndicated on Several Websites, FaceBook and Instagram Included
26. Highlight Listing In YogaBug Newsletter (800 suscribers)
27. Place Fliers, Business Cards, Special Feature List and Room Feature Cards In Home
28. Schedule Open Houses and Brokers Open Houses When Recommended
29. Advertise Open Houses and New Listing Announcements on Social Media

# YOGABUG REAL ESTATE



30. Send "Recently Listed" Postcards to Neighbors (200)
31. Invite Neighbors to "Neighbors Pre-View" of First Open House- Door Knock Invites
32. Email Blast to Portland Top Producers
33. Track Showings
34. Provide Feedback from Showings to Seller
35. Promptly Respond to All Inquiries Regarding Property
36. Follow Up with Buyers and Agents who Attend Open House
37. Share Feedback from Agents Attending Brokers Open
38. Provide Weekly Data on Most Recent Market Activity in Neighborhood
39. When Offer is Received, Contact All Agents Who Have Shown Property To See If Any Other Offers Are Probable
40. Contact Buyer(s) Lenders to Discuss Strength of Buyer
41. Present Offers to Seller (create excel spreadsheet if multiple offers)
42. Offer Professional Counsel (19 years of experience) Regarding Pros and Cons of Offer(s) in Hand and Negotiations
43. Prepare Seller Response to Offer(s)
44. After mutual acceptance is Reached Open Escrow.
45. Provide Transaction Timeline and Track All Important Deadlines Until Closing
46. Track Timely Deposit of Earnest Money
47. Review Preliminary Title Report
48. Inform Seller of Inspection Dates and Arrange Access
49. Present/Discuss Buyers Repair Addendum and Facilitate Successful Repair Negotiations
50. Collect Bids for Repairs if Applicable
51. Schedule Repairs
52. Provide Escrow with all Signed Documents
53. Track with Buyer's Lender to Ensure Loan Process is Going Smoothly.
54. Meet Appraiser and Present Comparables.
55. Provide Buyer with Any Repair Receipts
56. Order Home Warranty if Applicable
57. Schedule and Attend Signing (consummation).
58. Arrange for Buyer Possession, Seller Moving and Key Exchange.
59. Order Sign Removal and Remove Lockbox
60. Remind Seller to Remove Name from Utilities
61. Electronic Delivery of all Transaction Related Documents to Deller.
62. Celebrate the Successful Sale of Sellers Home!
63. Serve as a Life-Long Resource of Information and Support.