

45 SERVICES

Esham Real Estate Provides to Sellers



PRICING

- Provide Market Overview
- Comparative Market Analysis
- Design Price Strategy
- Verify Square Footage of Home
- Determine Inclusions & Exclusions

REPAIRS & UPGRADES

- Recommend Home Improvements
- Staging to Maximize Home Value
- Recommend Repairs to Home

- **NO DUAL AGENCY-EVER!**
No Conflict of Interest
- **NO FLAT OR "ADMIN" FEES**
Most Competitors Charge \$250-\$450



Dale E. King,
REALTOR®

210 Kiley Drive, Suite #1
Salisbury, MD 21801
Office: (410) 543-2969
Cell: (443) 783-2230

Email: dale@salisburymdrealestate.com

Website: SalisburyMDRealEstate.com

MARKETING

- Customized Marketing Plan
- Professional Photography
- Prepare & Post Listing on MLS
- Sign Placement
- Listing Submission
Online & Syndicated Websites
 - USA Today
 - Home Finder.com
 - Zillow
 - Realtor.com
 - Forbes
 - Yahoo Real Estate
 - Wall Street Journal
 - Trulia

- Targeted Facebook Ads to Customized Audiences for Maximum Exposure
- Post Listing on Social Media
- Walk-thru Video on Zillow for Higher Listing Placement:
Exclusive to Premier Agents
- Listing Promotion to Our Sphere of Influence and Past Clients
- Host Neighborhood & Public Open Houses

CONTRACTS

- Explain Listing Agreement
- Explain Required Disclosure Documents
- Assemble H.O.A. Documents
- Explain Residential Contract of Sale and Associated Addendums
- Explain Deeds
- Explain Title Work
- Obtain & Review Buyer's Qualification Letter

COMMUNICATION

- Conduct Personal Pre-Listing Interview
- Provide Realtime Showing Report w/Feedback
- Buyer Lead Response in 15 Minutes or Less
- Guide Through Inspection Process
- Track Due Diligence Deadlines
- Track & Enforce Contract Deadlines
- Liaison with:
 - Lenders
 - Appraisers
 - Inspectors
 - Title Company
- Closing Procedures & Utility Transfer

NEGOTIATION

We negotiate the following:

- Sales Price
- Settlement Date
- Earnest Money
- Multiple Offers
- Seller Concessions
- Sale of Other Real Estate Contingency
- Inclusions & Exclusions
- Inspection Resolution
- Appraisal Resolution
- Title Resolution

