

# David Jordan's Real Estate Services

## Sellers

### Market Preparation

- ◆ Detailed comparative market analysis and pricing
- ◆ Assistance for staging inside and out
- ◆ Estimated Seller's Proceeds
- ◆ Organized checklist to help manage activities

### Marketing

- ◆ Website and CD containing wealth of property information, with comps, area, school, financing
- ◆ Professionally produced flyers/brochures
- ◆ Email to hundreds of local brokers and agents
- ◆ Google sponsored ads from search keywords
- ◆ Exposure to major Internet real estate sites, including Zillow, realtor.com, Trulia, Yahoo
- ◆ Phone calls and emails to agents and brokers who have visited your property
- ◆ Local broker's tour within 1 week of listing date
- ◆ Available to show property to prospective buyers

### Managing

- ◆ Proactively manage the process to avoid problems
- ◆ Secure electronic signatures on all documents and contracts for your convenience
- ◆ Assure contract timelines and contingencies are on track
- ◆ Provide all disclosures and reports on line
- ◆ Review of preliminary settlement statement before COE

## Buyers

### Preparation

- ◆ Rent vs. buy financial analysis
- ◆ Review of loan options and lender referrals
- ◆ Detailed profiling of wants, needs, priorities
- ◆ Estimated buyer's costs

### Finding Your Best Fit

- ◆ Identify and preview available properties
- ◆ Create reports that show how they fit your criteria
- ◆ Research factors that affect property value
- ◆ Score cards for you to grade prospective properties
- ◆ Detailed comparative market analysis

### Negotiating

- ◆ Extensive research before writing an offer to identify factors that will make your offer successful
- ◆ Personally present your offer
- ◆ Valuable advice on how to optimize your offer

### Managing

- ◆ Proactively manage the process to avoid problems
- ◆ Up to date activity and status tracking
- ◆ Coordinate activity with lenders and contractors
- ◆ Review of preliminary settlement statement before sign off to ensure smooth sailing
- ◆ With you for sign off at the title company