

STRATEGIC SELLER GUIDE

A step-by-step approach to a top notch home sale



Move Confidently with the Laurie Dau Team as your
Trusted Real Estate Advisors

LAURIEDAU
— TEAM —

exp[®]
REALTY

LAURIE DAU TEAM STRATEGIC SELLER GUIDE

Experience the “WOW” and get your home sold FAST and for top dollar

STEPS 1–17

Behind the scenes look at what we do to prepare for your marketing consultation.

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What to expect during listing consultation.

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Getting ready to go on the market.

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Ready, set, go! You are live and on the market.

STEPS 112–162

The fun begins – negotiation, due diligence and closing.

“Laurie is a true professional who takes the time to give detailed attention to her clients. During my home sale she did a very solid Market Analysis, helped me with many staging ideas, and provided potential Buyers and their Agents with quick and accurate support. My home was listed on MLS and after one Open House we had a full price offer after 5 days on the market. Laurie followed every detail and made sure we had a flawless closing as well. From a buyer’s perspective, Laurie and her Team gave me the same kind of full service, helping me learn the area, the market, and patiently helping me visit potential listings. Once the right home was found she kept close attention to all details with financing and inspections. If you want a knowledgeable, hardworking agent with impeccable integrity - interview Laurie and I am sure you will come away as impressed as I have been!”

– Don

PREPARATION

What we do to prepare for your marketing consultation

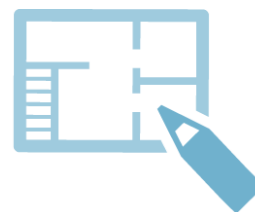
1. Research tax records to verify full and complete legal information including: owner's full name, recorded square footage, annual tax bills, and other property information.
2. Research and verify legal description.
3. Verify legal name(s) and owner(s) in county public property records.
4. Research ownership, sales, and mortgage history of the property.
5. Research the school districts, shopping, transportation, and employment options of the area.
6. Obtain detailed information about the property to assist in analyzing property.
7. Research homes currently on the market that buyers will be looking at in addition to your home.
8. Research homes that have recently gone under contract for sale in your area.
9. Research homes similar to your home that have recently sold.
10. Analyze the number of months inventory in your area and your neighborhood.
11. Analyze the price and condition of the homes that were successful in selling.
12. Analyze why other homes continue to stay on the market day after day.
13. Analyze homes that expired (did not sell) and why they were not successful.
14. Consider price per square foot of your competition and internet value estimates.
15. Call agents, if needed, to discuss activity on the comparable properties they have listed or recently sold in the area.
16. Perform detailed needs analysis to include reasons for your move, how quickly you need to move, and address any immediate concerns.
17. Analyze and review marketing strategies best fit for your home.



EXPECTATIONS

What to expect during the listing consultation

18. Obtain information that will help us prepare listing, advertising, and marketing materials. Questions will include: What type of improvements have you done to your home in the past five years? What other features of your home make it attractive to buyers? What do you think the home is worth?
19. Give you an educated overview of current market conditions including national, your county and your neighborhood.
20. Discuss how buyers are finding homes, how many homes they typically look at before buying, and features that are most (and least) appealing to buyers. We will explain how this pertains to our marketing plan to get your home sold.
21. Discuss your competition and how you compare.
22. Review recently pending or sold comparable properties.
23. Discuss the concept of bracketing in order to bring the most amount of buyers to you in the shortest amount of time.
24. Work cooperatively to determine a pricing strategy based on professional judgment and interpretation of current market conditions.
25. Prepare detailed estimated net proceeds analysis to determine approximately what you will receive or owe when the property closes. Included in this analysis will be cost associated with the sale including closing costs, prorated taxes, HOA credits, and commissions.
26. Work cooperatively with you to strategically price your home so that it "shows up" on more internet searches.
27. Confirm lot size and dimensions from your copy of the property survey, if available.
28. Obtain copies of floor plans, if available and make available to agents via the multiple listing system.
29. Review current appraisal, if available.



30. Identify homeowner association, contact information and dues.
31. Ascertain need for a lead based paint disclosure.
32. If property is rented, obtain copies of all leases, verify rents, deposits, and inform tenants of listing and how showings will be handled.
33. Submit a Right to Know application with local township to obtain further information on your property, if applicable.
34. Prepare showing instructions for buyer's agents and agree on showing time windows that are acceptable to you.
35. Complete a detailed checklist of the features and benefits of your home to be used for internet data entry and marketing.
36. Obtain and verify accurate methods of contacting you.
37. Obtain two sets of keys.
38. Take room measurements.
39. Review and explain all clauses of the Listing Agreement and Addendums.
40. Explain the use of the Seller's Property Disclosure Statement you will be completing and how it will help you avoid devastating setbacks and preserve your legal rights.
41. Discuss your purchase plans and determine how our team of professionals can assist you in your next purchase (local, new home construction, investment, or relocation) or if we can research and find a qualified agent to assist you in your new location.



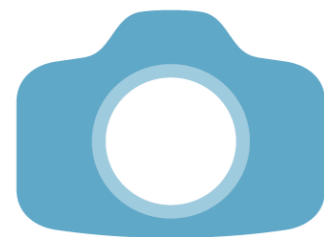
"I came to Laurie after a very negative experience with a previous agent and was immediately impressed by Laurie's professionalism and passion. Laurie's hustle and can-do attitude coupled with her background in marketing provided the perfect storm for a quick and seamless sale of our home. In the stressful time of selling a home, it is nice to know that there are teams out there who have your best interest at heart like the Laurie Dau Team. Don't think twice about entrusting Laurie and her team with the sale of your home."

– Brandon & Laura

GET READY... GET SET...

Prior to going "live" on the market

42. Place an attractive Just Listed sign in yard to build excitement for the release of your listing while you prepare it for market.
43. Conduct a professional home staging consultation (if needed) to discuss constructive changes to your home to make it more appealing, to show exceptionally well and help it yield the greatest possible price to an interested buyer.
44. Provide you with home showing guidelines to help have the home prepared for appointments (i.e. lighting, soft music, etc.).
45. Provide you with recommendations for vendors and contractors as needed (i.e. painters, flooring, home organizers, home stagers, etc.).
46. Coordinate with our professional photography company to take high definition, full color professional photographs of the exterior and interior of your home to be used on the internet, flyers and other advertising.
47. Create a stand alone property website including a Virtual Tour and YouTube video, if applicable.
48. Order a home warranty, if you choose, to protect your home during the listing and escrow period and for twelve months after the sale. This helps reassure the buyer of the quality of your home.
49. Have our team members preview your home in person so we know how best to market your home to buyers.
50. Review our active buyer database for any buyers who may be a potential fit for your home.
51. Enter property data from Data Input Sheet into MLS.
52. Write remarks in the MLS system specifying how you want your property to be shown.
53. Reverse prospecting on MLS.
54. Prepare detailed list of property amenities and utilities to have readily available at your home, to include in Marketing Brochure, and assess market impact.
55. Proofread MLS database listing for accuracy – including proper placement in mapping function.



... AND GO!

Your home is on “the market”

56. Provide you a copy of the MLS listing so you, too, can proof and request changes.
57. Electronically submit your home listing information to the Multiple Listing Service for exposure to all active real estate agents in the area.
58. Immediately submit digital photos of the interior and exterior of your home to the MLS at the same time listing is input allowing buyers and agents to view pictures when narrowing down homes they will actually tour.
59. Add property to our team’s Active Listings board.
60. Provide you with signed copies of Listing Agreement.
61. Submit Home Warranty application for conveyance at time of sale.
62. Send emails to all registered buyers on our website looking to buy a home in your area with a flyer and open house information.
63. Provide information for all the agents on our team to share your home on individual social networking websites.
64. Present your home at the weekly sales meeting.
65. Register home in our Everyday Open House database so that we can properly field incoming calls from buyers.
66. Prepare a Full Color Digital Marketing Brochure for inside your home.
67. Prepare copies of Seller’s Disclosures and Home Owner’s Disclosures to be placed in MLS to be available for buyers; these are to be included in a contract.
68. Create custom marketing pieces to be accessed through a QR code that is easily scanned at the property to reference home features, area map, plat/lot map, floor plan (if available), tax information, and other possible buyer benefits. This keeps the important information about your home easily accessible from the buyers and agents phones, through the QR code.

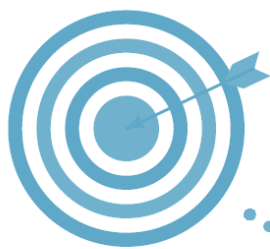


69. Deliver QR code flyer to your property and display in prominent location for buyers' easy access.
70. Digital email marketing blast to all surrounding brokers and agents, making your property front and center in their inbox.
71. Digital marketing blast to our eXp Realty worldwide network to get your listing the widest exposure.
72. Convey all price changes promptly to Internet real estate sites.
73. Capture feedback from Realtors after showings and share them immediately with our sellers.
74. Place a call capture sign in your yard so buyers can access your home information 24/7. When a call is placed to this number, our entire sales team is notified and the buyer will receive a call for pre-qualification and appointment scheduling.
75. Place regular weekly update calls and emails to you to discuss all showings, marketing, and pricing.
76. Research weekly current laws, interest rates, and insurance conditions as it relates to the housing industry, and specifically how it impacts the sale of your property. Notify you of any conditions.
77. Notify you immediately of any offers, potential offers, or needs.
78. Discuss feedback from showing agents with you to determine if changes will accelerate the sale.
79. Search the MLS System for Realtors most likely working with interested and qualified buyers matching your home, then email copies of your home listing information for them to review immediately.



80. Maximize showing potential through professional signage.
81. Market your home on over 100 internet sites including Zillow, Trulia, Realtor and MLS.
82. Feature your property on our LaurieDauTeam.com website.
83. As a Premier Zillow Team, your listing will be marketed as a Featured Listing on Zillow.
84. Download your virtual tour to our www.youtube.com web site.
85. As a Premier Zillow Team, your listing will be marketed as a Featured Listing on Zillow.
86. Market your home on all the major social networking sites including Facebook, YouTube, Instagram, and LinkedIn.
87. Feature your property in the Homes & Land print and digital magazine, which includes posting your listing in the Robb Report, NY Times and more.
88. Host Open Houses to market your property to buyers.
89. Host Broker Opens to market your property to agents and receive valuable feedback on your home.
90. Schedule 30 day market reviews once on market to review showing feedback and pricing opinions from buyers.
91. Create a stand alone property site and unique URL that buyers can be directed to if they inquire about your home.
92. Submit a crisp, clean digital montage of photos complete with personally written remarks detailing your home and upload on all websites.
93. Discuss marketing ideas with "Mastermind" group of top Realtors.
94. Provide copies of advertisements and marketing material for you.
95. Use other marketing techniques; such as offering free reports to multiply chances of buyers calling in, discussing, pre-qualifying for and touring your home.
96. Help you to prepare the Homeowner's Utilities and Features Sheet which includes information on utilities and services the buyer will need to know when transferring after closing.

97. Promote the benefits of your property to all agents in my office, and update them on any changes so they may convey enticing information to their buyers.
98. Provide agents with information on home prior to showing to maximize showing potential.
99. Log all home showings to keep record of marketing activity and potential purchasers.
100. Follow up with all the agents who have shown your home with a personal phone call to answer questions they may have or send a home feedback survey to the agent five times in one week.
101. Prepare a periodic market analysis update of any activity in your neighborhood (i.e.: new homes on the market, homes that have sold etc) to keep you informed about key market conditions within your area. Create a "Market Snapshot" report that will be sent to you periodically (you can determine the schedule) that graphically illustrates what is currently happening with homes available, pending, or sold. This report is generated using your property's address as the point of reference.
102. Pre-qualify all buyers whom our agents will bring to your home before showings to avoid wasting your time with unqualified showings and buyers.
103. Discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing on the sale.



104. Handle paperwork if price adjustment needed.
105. Change price in all marketing and internet sites.
106. Take all calls to screen for qualified buyers and protect you from curiosity seekers.
107. Continuously market and remarket your home (price reduction, Open Houses, social media posts, Broker Open, etc.)
108. Receive and review all Offers to Purchase contracts submitted by buyers or buyers' Agents to determine best negotiation position.
109. Contact buyers' agents to review buyer's qualifications and discuss offer.

110. Evaluate offer(s) and prepare a "net sheet" on each for you for comparison purposes.
111. Counsel you on offers using our proprietary Multiple Offer Summary Sheet explaining the merits and weaknesses of each offer.
112. Email or deliver Seller's Disclosure form to buyer's agent or buyer (upon request and prior to offer being made if possible).
113. Obtain pre-qualification letter on buyer



"Laurie came to us highly recommended. We began working with her in 2012. Over the last several years, she has helped us with a number of properties. There is no one we trust more. Her professionalism, kindness and patience is unsurpassed. Thank you Laurie!"

– Paul & Julie

THE FUN BEGINS

Negotiation, due diligence and closing

- from Loan Officer.
114. Confirm buyer is pre-qualified by reviewing pre-qualification letter and calling Loan Officer.
 115. Negotiate highest price and best terms for you and your situation. Many of our team members have earned their RENE (Real Estate Negotiation Expert) designation.
 116. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent.
 117. When an Offer to Purchase Contract is accepted and signed by you, deliver signed offer to buyer's agent.
 118. Email or hand deliver copies of contract and all Addendums to closing title company.
 119. Verify earnest money is promptly submitted to the escrow agent.
 120. Deliver copies of fully signed Offer to Purchase contract to you.
 121. Email/deliver copies of Offer to Purchase contract to Selling Agent.
 122. Email/deliver copies of Offer to Purchase contract to lender.
 123. Provide copies of signed Offer to Purchase contract for office file and save



- electronically.
124. Advise you in handling any additional offers to purchase that may be submitted between contract and closing.
 125. Change status in MLS to "Under Contract".
 126. Assist buyer with obtaining financing, if applicable and follow-up as necessary.
 127. Coordinate home inspection and handle contingencies, if any.
 128. Hold buyer deposit money in Escrow.
 129. Contact lender weekly to ensure processing is on track.
 130. Refer you to trusted moving companies who can help assist you with your transition.
 131. Relay final approval of buyer's loan application to you.
 132. Work with our conveyancing department to obtain mortgage payoffs and tax bills.
 133. Order HOA or condo documents.
 134. Submit your Use & Occupancy application with your local township.
 135. Review home inspector's report.
 136. Assist you with identifying and negotiating with trustworthy contractors to perform any required repairs.
 137. Schedule Appraisal.
 138. Provide comparable sales used in market pricing to Appraiser.
 139. Follow-Up On Appraisal.
 140. Coordinate closing process with buyer's agent and lender.
 141. Update closing forms and files.
 142. Ensure all parties have all forms and information needed to close the sale.
 143. Confirm closing date and time and notify all parties.
 144. Assist in solving any title problems (boundary disputes, easements, etc).
 145. Work with buyer's agent in scheduling



and conducting buyer's Final Walk-Thru prior to closing.

146. Order Deed Package on your behalf, if applicable.

147. Research all tax, HOA, utility and other applicable pro-rations.

148. Remain in close contact with all parties during transaction to ensure a smooth process (buying/selling agent, title company, lender, conveyancing, inspectors, appraisers, assistants/admins, township, etc.)

149. Request final closing figures from closing agent.

150. Receive and carefully review closing

figures on ALTA statement to ensure accuracy of preparation.

151. Forward verified closing figures to buyer's agent.

152. Request copy of closing documents from closing agent.

153. Provide "Home Owners Warranty", if applicable, for availability at closing.

154. Review all closing documents carefully for errors.



"Laurie and her team have been extremely professional and with a personal touch that was quite comfortable for us. Recommendations on repairs and staging the house for viewing were good and not overwhelming in any fashion. She has a solid knowledge of the market and provided good feedback. The whole experience was quite nice. Deirdre and I would recommend Laurie and her team without hesitation."

– Mark & Deirdre

155. Coordinate closing with your next purchase and resolve any timing problems.
156. Attend your closing.
157. Arrange possession and transfer of home (keys, warranties, garage door openers, community pool keys, mail box keys, educate new owners of garbage days/ recycling, mail procedures etc.).
158. Have a "no surprises" closing and present seller a net proceeds check at closing.
159. Tie up any loose ends from buyer walk through at closing, if necessary.

160. Change MLS listing status to Sold. Enter sale date and price, selling broker and agent's ID numbers, etc.
161. Answer questions about filing claims with Home Owner Warranty company if requested.
162. Clarify and resolve any conflicts about repairs if buyer is not satisfied.
163. Respond to any follow-on calls and provide any additional information required from office files.
164. Help you relocate locally, or out of area with highly experienced agents across the globe – you are sure to have the highest quality agent to help you on both sides of your move to make it worry and stress free.



Laurie Dau & Team

215-647-0599

77 N. Broad Street
Doylestown, PA 18901

www.LaurieDauTeam.com

Your Experience is our Expertise

“Laurie and her team were fantastic. They really have the entire process down to a science and had our home sold and settled well within the average “Days on Market” of comparable homes.

Starting with the initial meeting, Laurie had done her homework ahead of time and provided us with a list of comps, a list of active properties, a recommended sales price, and a projected net proceeds worksheet. She also reviewed sales strategies as well as common mistakes and pitfalls. Finally, she completed a thorough walkthrough of our property and provided us with valuable feedback on steps we could take to add more curb appeal.

Throughout the listing phase, we were provided with weekly updates on feedback from showings of our property and relevant market activity to make sure our home was maintaining a competitive edge against other homes on the market.

During the contract phase, Laurie and her team did an excellent job negotiating buyer requests and recommending reputable local contractors to address any items that were agreed to.

We would highly recommend Laurie and her team to anyone and will surely give her a ring for our next real estate transaction!”

– Bryan & Jennifer

