



Dear Prospective Seller:

July 21, 20XX

Below is an overview of my work process with regard to the sale of your home. Should you have any further questions, just let me know.

My Commitment In Listing Your Home

Once I have reviewed the CMA with you, developed a consensus on price and marketing, the listing agreement needs to be signed and we establish a set period of time for the listing as well as agree to the use of signs and lockboxes. You will need to prepare the residential property disclosure as well as the lead and mold disclosures. I will assist you with this required paperwork. Additionally you will need to determine what possessions are to be included and excluded in the sale. We need to agree on showing instructions. Your "homework" is to write a seller's letter to the potential buyer outlining what attracted you to this home and what the key features and benefits of your home are; perhaps possible expansions or updates. It would be helpful to create a list of "keywords" which we will use in our internet campaign. I will create a Seller's Listing Book Account for you so you can follow the market and see what is happening to comparable properties.

After doing the appropriate research at Town Hall, I will prepare the listing information for Multiple Listing. You will review and sign off on the information that will be input into MLS. Pictures(16) will be taken as well. I will create pdf files for all the documentation which we will include in MLS as well as associate websites.

MLS "feeds" REMAX.COM and REALTOR.COM; the latter site I can further edit. Your home listing will be input to NewYorkTimes.Com , ListingDomains.Com (this is the short cut I sent to you)and E-Properties.Com. These two sites have an actual website for your property , create virtual tours, and they will submit your listing details to our syndication partners some of whom include:



Once all of the above has been accomplished, I will schedule a Broker Open House for the Danbury agents – this occurs Weds morning. This will be preceded by an email to all of real estate agents (1454) in the greater Danbury market:

Town	Agents
Danbury	468
Bethel	110
Newtown	152
Brookfield	69
New Fairfield, Sherman, New Milford	122
Redding	5
Ridgefield	275
Wilton	253
Total Agents	1454

A public open house will be scheduled for the following two Sundays 1-3PM. Advertisement of the public open house will be included in NY Times, Listing Book, Listing Domain, E Properties, MLS. Your home will be featured in Listing Book's Open House promotion.

It is hoped that between the Broker and Public open houses and the implemented internet search strategy, your home will be advantageously positioned in this difficult market. Feedback from both Broker and Public open houses will be communicated to you in a timely manner and appropriate changes will be implemented as we draw closer to the next owner of your home. We shall evaluate holding additional Public Open houses.



Once contacted by the buyer's agent I will make certain that all information necessary to purchase a home will be readily made available – these documents will be accessible on MLS as well as Listing Domain.

As negotiations begin, we will negotiate to obtain the highest price with a closing date most favorable to you. I can provide a list of service providers should that need become apparent. I will coordinate building inspections and keep to the time line so that contingency dates are met. I will make final arrangements for the final walk through and help arrange for transfer of utilities and fuel readings. Finally I will attend the closing and make certain of the removal of the sign and lockbox.

My objective is to sell your home in the shortest period of time at the highest value with no surprises. My aim is to delight you with my service! You can visit my website at <http://www.edreynolds-homes.com> and visit the About Me tab to see what my clients had had to say about working with me.

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