

Home Owners Listing Information Packet

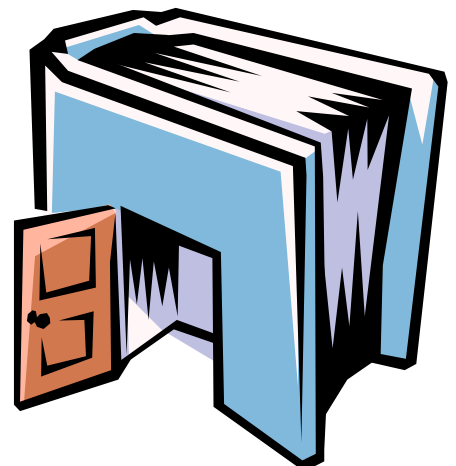
Prepared For:

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Tommie's Biography

Tommie Criswell-Jones considers herself a native Memphian. She is a 1968 graduate of Central High School and attended The University of Memphis, with an emphasis in Business Administration.

Tommie first became involved in real estate in 1986 as the office manager for Evelyn Cooper Real Estate Company in Green Cove Springs, Florida. Upon her return to Memphis, she joined Crye-Leike, Inc.'s Cordova office, and has earned ABR, CRS and GRI designations. Tommie is also a candidate for the Women's Council of Realtors LTG designation. As an active member of MAAR since 1996, Tommie has served on numerous committees, including RPAC, Public Relations, Grievance and Education. In 2000, she chaired the MAAR Continuing Education Committee and is 1st Year Director for the Multi-Million Dollar Club.

WCR has provided Tommie the opportunity to serve as Newsletter Director, Vice President of Membership, Corresponding Secretary and she is President-Elect for 2002. In 2001, Tommie was awarded WCR's Silver Service Award and named WCR's Realtor of the Year. Volunteering with Habitat for Humanity, The Youth Villages 5K Run and other community organizations have been rewarding experiences.

When not working, Tommie enjoys relaxing in the country with her husband, Mike, or spending time with her children Joy and Jay.

My Marketing Strategy

Research and Preparation

- Gather complete and accurate information. Obtain information from various sources. Measure and inspect home. Note special features and benefits.
- Recommend a listing price range for your home. The current market determines the final price. Utilize all available information and opinions. Compare specifics to similar homes from recent sales. Compare to comparable properties currently being offered.
- Make recommendations. Major areas of concern. Decorating and cosmetic improvements. Showing tips for maximum impact and results.

Marketing

- Market through the Multiple Listing Service (MLS).

Write supplemental information for the MLS and the internet.

Include photographs and map coordinates.

- Internet exposure on several web sites with color photos.

www.tommieserves.com

www.Crye-Leike.com

www.Realtor.com

- Place a Crye-Leike Realtor For sale on your property. Includes a hotline number with a recorded description. Notifies neighbors that your home is available. Creates visibility for prospective buyers.

Marketing continued

- **Place a lockbox on the property.**

Creates convenience for you and the potential buyer. Provides security and assures that verified licensed agents must be present at the time of showing.

- **Market through real estate agents.** MLS does not expose properties to other Realtors-it only makes it available to be found.

Contact and provide information to over fifty real estate agents who consistently work the area.

- **Create a Feature sheet**

Fax or email to all area listing agents and to anyone who inquires about the property.

Provide to buyers at Open Houses.

- **Create a home profile booklet**

Available for prospective buyers visiting your home.

Offers more information than a feature sheet can provide.

- **Write and pay for advertising**

The Commercial Appeal

Homes For Sale Magazine

Crye-Leike Home Buyers Guide

Web sites.

- **Conduct Open Houses**

Advertise in publications

Place numerous signs at key intersections

Notify local listing agents

Advertise Open House date and time on the Internet.

Marketing continued

- **Continually market your home**

Follow up with all sign and hotline calls

Obtain feedback from all visiting agents

Help overcome agent and buyer objections

- **Provide progress reports**

I will send you a marketing report showing the activities that have taken place on your home.

Update market activity since last report

Report agent and prospective buyer comments

- **Marketing Plan review**

Adjust plan and price as necessary

Inform all agents of any price changes

Reproduce marketing materials to reflect price change.

The Sale

- **Screen all parties who submit a Purchase Agreement**

Must have a letter from a mortgage officer

Careful review of specifics of qualification

- **Ensure optimum timing for maximum participation**

Contact all agents who have had interested parties

Contact all individuals who have shown interest in your home.

- **Review and Negotiate Purchase Agreement**

Work diligently to provide you with the most proceeds possible

Decipher and explain all offers and contingencies

Discuss options

Prepare net sheets

Help structure financing alternatives

Explain potential ramifications of decisions

Post Sale

- **Work with Appraiser to ensure an accurate appraisal**

Provide comparables that support the purchase price

Provide answers and explanations to the appraiser

- **Keep you updated as to progress of the file after the sale**

Lender and title process

Inspections

Contingencies and removals

- **Coordinate and attend closing**

Date, time convenient to you

Answer questions

Ensure accuracy and understanding

Your New Home

- **Solve your future housing needs**

Recommend mortgage officers for pre-approval of new loan

Match your wants and needs with research and product knowledge of available homes within your financial range

Tour homes with you to clarify needs and wants

Preview homes to save you time and energy

Search via computer and agent contacts on a daily basis

Find you the home you are looking for.

- **Write and negotiate Purchase Agreement**

Provide accurate comparables to ensure fair pricing

Write contingencies that protect your interests

Negotiate hard on your behalf

Ensure that your interests are represented at all times.

Pre- Sale

Week 1

- Complete all disclosures and listing paperwork
- Make copies of all paperwork for you
- Put home on the Multiple Listing Service with photographs
- Get home ready for showings
- Home warranty and inspection, if selected
- Install sign
- Order hotline number
- Place lockbox on home
- Follow up with showings and call you with any feedback

Week 2

- Place advertisement on web sites
- Place ad in the Homes For Sale Magazine and the Crye-Leike Homes for Sale magazine
- Send out “Just Listed” cards to neighborhood
- Highlight property during weekly networking office meeting
- Hold an Open House
- Office Tour
- Call active clients
- Network with Realtors by fax, phone or e-mail
- Follow up with showings and call you with any feedback

Week 3

- Run ad in Homes For Sale Magazine
- Run ad in the Crye-Leike Homes For Sale Magazine
- Call past clients
- Follow up with showings and call you with any feedback

Week 4

- Continue running ads in magazines
- Follow up with showings and call you with any feedback
- Discuss Price Reduction
- Follow up on hotline calls
- Network with Realtors regarding any price change.

Post-Sale

- Read incoming purchase agreements
- Set appointments with you and the buyer's agents for presentations
- Decipher and explain to you all offers and contingencies
- Advise through negotiations, write counter-offers
- Make sure all documents are properly signed and initialed
- Make copies of the purchase agreement for all parties
- Provide information on comparable properties in support of the purchase agreement for the appraiser
- Make sure inspection is completed and negotiate, if necessary
- Make sure contingencies are completed and removed
- Keep you updated as to progress of the file after the sale
- Coordinate and attend closing
- Answer questions along the way