

Dolores Lemon & Associates

REAL ESTATE

PROFESSIONALS

723 S. Main St. Stillwater, Oklahoma 74074
(405) 372-5151

WHEN YOU MARKET YOUR PROPERTY WITH REAL ESTATE PROFESSIONALS DOLORES LEMON & ASSOCIATES

WE EXPECT TO RECEIVE...

An objective, accurate market evaluation of your property based on the actual selling price of comparable homes in your area.

A detailed estimate of proceeds that you will receive when the sale is complete.

Suggestions on how to help make your property more attractive to buyers.

A personalized marketing plan to effectively promote your property and offer maximum exposure to brokers and buyers.

Regular progress follow-up reports including new information about market and financing changes that may effect the sale of your property.

Assistance in determining which financing will be most attractive to potential buyers.

YOU CAN EXPECT TO HAVE...

An attractive, highly visible Real Estate Professionals yard sign installed to immediately attract brokers and buyers who may be looking for a home in your neighborhood.

Your listing information submitted to the local Multiple Listing Service to notify other brokers that your property is available.

Me working for you with your best interest in mind. Real Estate is my profession and I take it very seriously. When you employ me to sell your property, I will be on the job every day. You won't have to worry about staying home for fear that you will miss a call. You can feel free to go about your normal tasks secure knowledge in the knowledge that I am taking care of the business of selling your property.

Professional selling skills of other real estate experts associated with my company who will make every effort to sell your property.

Expert negotiating skills at your side when the contract is presented. As an experienced third party, familiar with every aspect of real estate, I am best qualified to negotiate a contract in your behalf.

YOU CAN EXPECT THAT I WILL...

Fulfill my obligation to you! When your property is sold for the price and on the terms and conditions agreed upon by you, when you have received your check for the proceeds from the sale, then and only then, do I normally get paid.

WHENEVER AN "OFFER TO PURCHASE" YOUR PROPERTY IS PRESENTED...

As your representative, I, or someone of authority from my company, will be present. Together we discuss all aspects of the offer to purchase your property including such details as:

Earnest Money Deposit	Approximation of Sellers Proceeds
Price and Terms	Personal Property (items NOT included as part of the sale)
Types of Financing	Title Transfer & Possession Date

FROM CONTRACT ACCEPTANCE TO SETTLEMENT AND CLOSING...

I will be there to coordinate the entire transaction. Also, I will guide you through the final steps of your property sale which may include:

Working With an Appraiser	Keeping You Informed
Follow-up on Buyer	Regarding Escrow & Settlement Processes
Financing	Disbursement of Proceeds
Inspections	Actual Possession Date
Your Signature on Documents	

You have my commitment to assist you in every detail involved in the closing of your sale!

**REAL ESTATE PROFESSIONALS,
DOLORES LEMON & ASSOCIATES**

FACTORS THAT WILL INFLUENCE THE SALE OF YOUR PROPERTY

The *physical condition* of the property, the *price* you ask and the *financing* that you are willing to accept are controlled by you.

Current Market Conditions, competitive properties and location are outside of our control, as well as yours.

Marketing and promotion are factors that we control. And we do market your property! Our comprehensive, buyer oriented marketing plan allows us to promote your property to a multitude of qualified prospective buyers immediately.

In the final analysis, *how quickly your property sells will be determined by factors you control...* the physical condition of your property, the financing and the asking price.

CONDITION, PRICE, FINANCING



BUYERS FOR YOUR PROPERTY WILL COME FROM...

The Real Estate Professionals Customer Base

Public Awareness of Real Estate Professionals

The Real Estate Professionals Yard Sign

Local Classified Newspaper Advertising

Miscellaneous Sources

Our Website: www.ste-realestatepros.com

Realtor.com

Homes.com

Zillow.com

Chamber Magazine

Employee Relocation Council



OPEN HOUSE & SHOWING CHECKLIST

- ☐ ALL LIGHTS ON
- ☐ A FEW WINDOWS OPEN
- ☐ CURTAINS OPEN TO LET IN LIGHT
- ☐ FRESH FLOWERS ON THE TABLE
- ☐ ESSENTIAL OIL DIFFUSER ON
- ☐ DISHWASHER CLEAN AND EMPTIED OUT
- ☐ KITCHEN SINK TOWEL-DRIED, FAUCETS SPOTLESS
- ☐ GARBAGE DISPOSAL CLEAN AND ODOR-FREE
- ☐ FRIDGE DOORS CLEAN AND FINGERPRINT-FREE
- ☐ LAUNDRY ROOM CLEAN, DIRTY LAUNDRY IN HAMPERS
- ☐ TV AND RADIO OFF
- ☐ SOFT SPA/JAZZ MUSIC IN BACKGROUND
- ☐ FEATURE SHEETS READY ON KITCHEN COUNTER TOP
- ☐ SWIFFER READY TO GO (OPEN HOUSE TOUCH-UPS)
- ☐ PETS VISITING THEIR FRIENDS
- ☐ LITTER BOXES CLEAN AND OUT OF SIGHT
- ☐ ALL OTHER PET SIGNS REMOVED
- ☐ FRONT DOOR WELCOME MAT CLEAN AND INVITING

NOTES:

LISTING CHECKLIST EXTERIOR

- ☐ FRONT DOOR CLEAN AND IN GOOD CONDITION
- ☐ DOOR BELL WORKS
- ☐ ALL COBWEBS REMOVED
- ☐ HOUSE NUMBER EASILY LEGIBLE FROM THE STREET
- ☐ EAVESTROUGHS AND DOWNSPROUTS CLEAN
- ☐ WINDOWS SPARKLING CLEAN
- ☐ SIDEWALKS AND DRIVEWAYS CLEAR OF SNOW/ICE
- ☐ LEAVES RAKED, DRIVEWAY AND SIDEWALKS SWEEPED
- ☐ FLOWERBEDS WEEDDED
- ☐ LAWN FRESHLY CUT, EDGES TRIMMED
- ☐ YARD CLEAR OF 'PET SIGNS'
- ☐ TOYS AND BIKES NEATLY ORGANIZED OR PUT AWAY
- ☐ PLANTERS FILLED WITH FRESH SEASONAL FLOWERS
- ☐ SHRUBS AND HEDGES TRIMMED, TREES PRUNED
- ☐ FENCE IN GOOD CONDITION
- ☐ DECK FRESHLY STAINED
- ☐ OUTDOOR FURNITURE CLEAN AND ORGANIZED
- ☐ BIRD FEEDERS CLEANED OUT
- ☐ GARDEN WEEDDED OR TILLED
- ☐ ALL EXTERIOR LIGHT FIXTURES & POT LIGHTS WORK
- ☐ GARAGE DOOR OPENERS WORK SMOOTHLY
- ☐ GARBAGE STORED AIR-TIGHT AND OUT OF SIGHT
- ☐ ANY UNNECESSARY 'STUFF' REMOVED

NOTES:

LISTING CHECKLIST INTERIOR

- ☐ FRONT DOOR CLOSET ORGANIZED
- ☐ ENTRY RUG LARGE ENOUGH (VISITOR'S SHOES)
- ☐ EVERYTHING THOROUGHLY VACUUMED AND DUSTED
- ☐ LIGHT FIXTURES DUSTED AND COBWEBS REMOVED
- ☐ WINDOWS SPARKLING CLEAN
- ☐ MIRRORS CLEANED
- ☐ CURTAINS AIRED OR LAUNDERED
- ☐ BLINDS DUSTED
- ☐ FLOORS WASHED AND POLISHED
- ☐ EXCESSIVE FURNITURE REMOVED
- ☐ VALUABLE STORED AWAY
- ☐ FRAGILE ITEMS STORED AWAY
- ☐ FIREPLACE/CHIMNEY CLEANED, LOGS NEATLY STACKED
- ☐ BOOKSHELVES ORGANIZED
- ☐ TOILETS SPARKLING CLEAN AND LIDS CLOSED
- ☐ BATHROOM CABINETS ORGANIZED AND CLEAN
- ☐ CAULKING IN GOOD CONDITION
- ☐ SINKS SPOTLESS AND FAUCETS DRIPLESS
- ☐ TRASH CONTAINERS EMPTIED
- ☐ PERSONAL ITEMS (RAZORS ETC.) STORED AWAY
- ☐ TUB AND SHOWERS SPARKLING CLEAN
- ☐ SHOWER CURTAIN CLEAN

NOTES:

LISTING CHECKLIST INTERIOR

- ☐ FRESH TOWELS AND BATHROOM RUGS READY
- ☐ BATHROOM FANS WORK AND DUST-FREE
- ☐ LIGHT SWITCH PLATES CLEAN
- ☐ LINEN CLOSET ORGANIZED AND DECLUTTERED
- ☐ PANTRY ORGANIZED AND CLEAN
- ☐ FRIDGE CLEAN AND MEMORABILIA-FREE
- ☐ OVEN AND STOVE TOP SCRUBBED AND SHINY CLEAN
- ☐ BLINDS AND CURTAINS OPEN TO LET IN LIGHT
- ☐ KITCHEN CABINETS & DRAWERS CLEAN AND ORGANIZED
- ☐ DOORS AND DOOR HANDLES CLEAN
- ☐ WALLS WASHED AND HOLES FILLED AND PAINTED
- ☐ ALL LIGHT BULBS WORK
- ☐ BED TASTEFULLY DRESSED UP
- ☐ TABLE AND FLOOR LAMPS PLUGGED IN, READY TO USE
- ☐ CARPETS AND AREA RUGS CLEANED
- ☐ DOORS AND WINDOWS OPEN AND CLOSE EASILY
- ☐ WINDOW SCREENS IN GOOD CONDITION, DUST-FREE
- ☐ PET AREAS CLEAN AND ODOR-FREE
- ☐ EXCESS FAMILY PICTURES & DECOR REMOVED
- ☐ ALL POSTERS REMOVED FROM WALLS
- ☐ BASEMENT DAMP-FREE (DEHUMIDIFIER IF REQUIRED)
- ☐ BASEMENT STORAGE ROOMS NEATLY ORGANIZED

NOTES:



WHAT MARKETING YOUR HOME WITH REAL ESTATE PROFESSIONALS COULD MEAN TO YOU

Let Real Estate Professionals Market Your Property

MORE EXPOSURE

Application of the "Home Enhancement Formula"

MORE "SHOWINGS"

Financing Options

**THE RIGHT BUYER HAS
ALTERNATIVES**

TOTAL

**YOUR PROPERTY COULD
BE SOLD FOR MORE
DOLLARS IN A SHORTER
PERIOD OF TIME!**

A modern kitchen with white cabinetry, a stainless steel range hood, and a gas cooktop. A white countertop with a sink and faucet is in the foreground. The background shows a window with a view of greenery.

**PREPARE YOUR PROPERTY FOR
"SHOW"**

ATTRACTIVE YARD

+

NEAT EXTERIOR

+

ALLURING INTERIOR

+

**ALL YOUR EXTRA
EFFORTS**

=

A FASTER SALE!

THESE SUBTLE BUT IMPORTANT EFFORTS CAN PAY OFF HANDSOMELY FOR YOU!!!

ENHANCE THE INTERIOR

Perform a spring cleaning. Clean houses sell more easily.
Add light to all rooms, change to high intensity bulbs if necessary.
The warm, friendly glow of well lighted rooms is an instant welcome.
Brighten things with fresh paint. White, off-white or beige walls make a room seem bigger and lighter.
Clean closets to make them appear larger.
Clean or replace carpets. You may not recover all costs, but your house may sell faster.
Clear kitchen counters of appliances and miscellaneous items. Clear counters appear more expansive.
Clean oven/ range and all appliances.
Polish all bathroom fixtures and mirrors.
Clean all tile and grout; regrout if necessary.
Clean fireplace(s).
Clean furnace and replace filters. Keep room temperatures comfortable.
Make your house more inviting by placing freshly cut flowers in several rooms.
Be aware of cooking or pet odor; keep your house well ventilated and/or freshen rooms with cinnamon or vanilla.
Eliminate any clutter.

EXTRA EFFORTS

Clean and brighten naturally dim rooms and basement.
Repair doors and/or windows that stick.
Tighten loose door knobs, towel racks, cabinet handles and switch plates.
Check all plumbing; fix leaky faucets and clean away water stains.

SHOWINGS

Delightful aromas add to the ambiance of your house. Scented candles or potpourri and the aroma of freshly baked bread or cookies welcome any prospective buyer.
Turn off the television and radio.
Turn on all lights for a bright and welcome appearance.
Confine your pets - people could be afraid of, or allergic to, animals.
Don't allow buyers into your property unless they are accompanied by a sales associate.
Let your sales associate do the talking; he or she knows best how to present the features of your house.
Vacate the house if at all possible. Prospects feel free to comment when the homeowner is not present.

THE REAL ESTATE PROFESSIONALS "HOME ENHANCEMENT FORMULA"

Because buying a home is an emotional experience, buyers frequently make their decision about a house within the first thirty seconds

HOW CAN YOU HELP?

Look at your house as though you were seeing it for the first time. Does it appeal to you? Would you buy it?

By following this simple "Home Enhancement Formula" and expending a little extra energy, you can increase the "instant appeal" of your property.

ENHANCE THE YARD

- Keep lawn neat & tidy
- Plant extra flowers for color
- Trim and upgrade landscape
- Repair driveway, sidewalk, or steps
- Paint fence or patio enclosure
- Put away outdoor tools/equipment
- Reduce clutter

ENHANCE THE EXTERIOR

- Paint the front door
- Paint the garage door
- Paint window trim and sash
- Replace faded house numbers
- Check roof shingles
- Wash windows and screens
- Clean garage/carport
- replace old welcome mat

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"EIGHT CONVINCING ARGUMENTS TO JUSTIFY OUR COMMISSION"

1

Without a professional, **you might not sell as quickly**. Your monthly carrying costs- mortgage, utilities, homeowner's insurance, gardener, trash removal, and routine maintenance- could end up costing you more than the commission.

2

You're **gaining an objective negotiator** who'll work to get you the best dollars and terms possible in your market and in a timely fashion.

3

You'll **benefit from my knowledge** of competent home inspectors, architects, contractors, designers, and landscapers, all of whom you might want to hire to get your house ready to list

4

Your home will be **listed on the MLS and promoted** through my advertising and marketing campaign, which includes newspaper and magazine ads, special newspaper inserts, brochures, our Web site, REALTOR.com, Homes.com, and Visual Tours. Such exposure would be costly to do on your own.

5

You'll get **numerous open houses**, only with your permission. This will include directional signs for each open house, newspaper ads, photocopied materials and postcards mailed to encourage attendance.

6

I'm **part of a relocation network** that prefers potential buyers moving to the area, so I can help you reach qualified transferees, who are among the most motivated buyers.

7

You don't have to run home from work or stop other activities to **show your house**. I might even vacuum or tidy up for you. "If I have to, I will, and I have."

8

You're getting my **services and creativity** without sharing my overhead.