

AVOIDING PITFALLS IN THE SELLING PROCESS

Selling your home can be rewarding. It can also be stressful. One of the pitfalls of the selling process is the buyer's home inspection. It can result in closing delays, price renegotiations, unpleasant surprises and last-minute contractor repair estimates.

DISCOVER A BETTER WAY TO SELL YOUR HOME

You can protect yourself, make your home look its best in a competitive market, and clear many of the road blocks to a sale by having your home inspected before you place it on the market. Walking through a pre-inspected home gives prospective buyers more confidence in the condition of the property and leads to a greater willingness to trust you. What this means for you is a closed deal and less stress for everyone.

POWERFUL BENEFITS OF A PRE-LISTING INSPECTION:

- Greater potential to receive higher offers
- Sell your home faster
- Reduce the chance of price renegotiations
- Avoid closing delays
- Differentiate your home from all others for sale in the area
- Reduce your liability through full disclosure
- Provide proof to buyers of your home's condition
- Reduce the chance for unpleasant surprises from the buyer's inspection
- Buyers can lock in their interest rates with a quicker close date

SERVICE AND FLEXIBILITY TO HELP YOU SELL FASTER

Schedule your pre-listing inspection at a time convenient for you. You may choose to attend the entire inspection or arrive toward the end to review the inspector's significant findings.

Our vendor's inspections meet stringent industry standards and include the following:

- Foundation
- Roof and flashing
- Siding
- Furnace
- Radon
- Sewer
- Air conditioner
- Electrical system
- Plumbing system
- Lots and grounds
- Windows and doors

INTRODUCTION TO *agents*

WHAT ARE REALTY ONE CERTIFIED HOMES?

Realty ONE Certified Homes sets you apart from the competition. We have partnered with Inspection, Roofing, Radon, and HVAC companies to provide a pre-listing tool for sellers to inspect and certify their home prior to listing. This will focus on some of the most important items found during inspection: Detailed Inspection, Certified Roof, Certified HVAC, Radon System, and Sewer Scope.

WHY REALTY ONE CERTIFIED HOMES?

- Realty ONE Certified Homes allows you as the agent to differentiate from other real estate brokerages.
- With all the regulatory changes there will come many challenges leading to delayed closings or canceled agreements.
- Protect your clients and reduce the negotiations that at most times reduce your client's net proceeds.
- Reduce the stress that accompanies inspections and the negotiations after the inspection.
- Keep focus on what the purpose of the inspection is meant for and not making the home new again.
- Control the sale and keep the leverage towards your listing.
- Faster Closings
- Buyers Agents will see how beneficial this program is with less work and issues on the buyers' side.
- Increase your chances significantly to double end a transaction.
- Increased traffic and interest in your property over the competition.

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PROGRAM OPTIONS FOR REALTY ONE *agents*

OPTION A: (GOLD LEVEL)

- ROG Agent charges a higher commission rate and has the client pay for inspection fees and ROG Agent reimburses the client at closing.
- ROG Agent will provide a HOME Warranty covering appliances, HVAC/AC, and garage door openers.
- ROG Agent will market through MLS, Trulia, Homes.com, Zillow, and other 3rd party sources the ONE Certified Home. Each sign will have a banner attached to market the ONE Certified Home.
- Seller agrees to the following:
 - HVAC: Seller agrees to recommendations from inspection for the HVAC. The seller should have HVAC cleaned and warranted.
 - Roofing: Seller agrees to any recommended repairs and has roof certified.
 - Radon: Seller agrees to Radon mitigation if recommended after failed Radon test.
 - Sewer Scope: Seller agrees to sewer scope and any recommendations after inspection.
 - Any further repairs deemed necessary before listing should be corrected. (ie: electrical, siding, etc).

OPTION B: (SILVER LEVEL)

- The seller agrees to pay for all inspection services and will not be reimbursed by the agent at closing.
- Seller to provide HOME Warranty covering appliances, HVAC/AC, and garage door openers.
- ROG Agent will market through MLS, Trulia, Homes.com, Zillow, and other 3rd party sources the ONE Certified Home. Each sign will have a banner attached to market the ONE Certified Home.
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