

CENTURY 21[®] Scheetz

SELLER REPRESENTATION PLAN

Elyssa Hill

Real Estate Broker

812.390.9514

Elyssa@C21Scheetz.com

ElyssaHill.com





SHOWCASING YOUR HOME

Let's identify your home's most important features, so we can attract the greatest number of qualified buyers.

PROPERTY CHECKLIST	
Property Address:	
Year Built:	Total Square Footage:
Number of Bedrooms:	
Number of Bathrooms:	Full Bathrooms: Half Bathrooms:
Lot Size:	
Property Type (Single-Family, Condo, Townhome, Etc.):	
Garage:	<input type="checkbox"/> Yes <input type="checkbox"/> No Number of Cars:
Interior Features	
Flooring Type: (Hardwood, Carpet, Tile)	
Appliances Included: (Refrigerator, Dishwasher, Oven, Washer/Dryer)	
Fireplace:	<input type="checkbox"/> Yes <input type="checkbox"/> No Type:
Basement:	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Finished <input type="checkbox"/> Unfinished
Attic:	<input type="checkbox"/> Yes <input type="checkbox"/> No
Energy-Efficient Features:	
Exterior Features	
Exterior Material:	
Roof Type and Age:	
Yard Size and Features:	
Outdoor Spaces:	
Pool/Hot Tub:	<input type="checkbox"/> Yes <input type="checkbox"/> No Type (above or in-ground)
Storage or Shed:	<input type="checkbox"/> Yes <input type="checkbox"/> No
Neighborhood and Amenities	
Nearby Schools:	
Proximity to Public Transportation:	
Nearby Parks or Recreation:	
Shopping/Dining Locations	
Special Features/Upgrades	
Recent Renovations (e.g. kitchen or bath remodel):	
Upgrades (e.g. custom cabinets):	
Unique Features (e.g. Wine cellar, smart technology):	
Security Features (e.g. Camera, gated entry):	

THE POWER OF THE CENTURY 21® BRAND

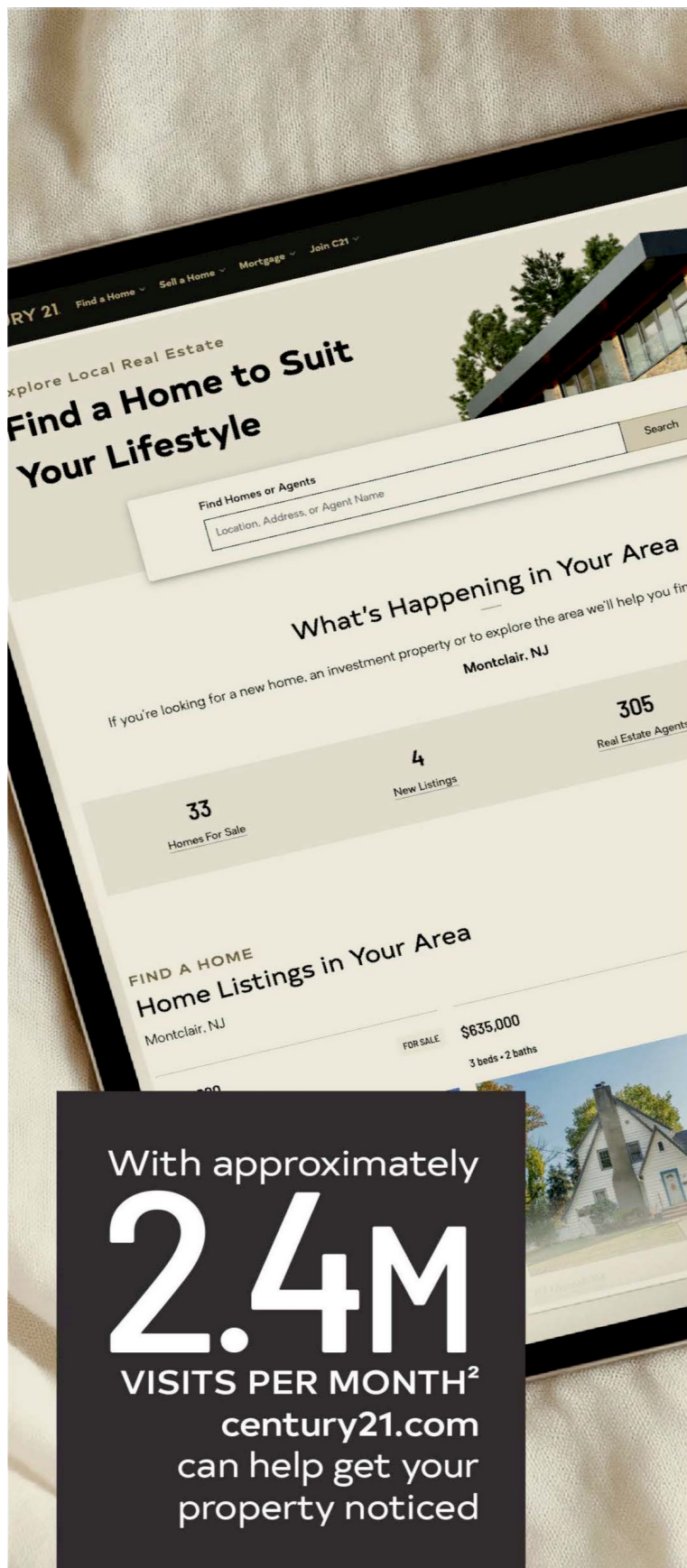
PAVING THE WAY FOR FUTURE SUCCESS.

Since 1976, our agents have been boosting the company's presence to give back to the community in which they serve. CENTURY 21 Scheetz is currently a Top 10 respected leader in the CENTURY 21® System, the National Relocation community, and within the State of Indiana. We are proud to be the number one CENTURY 21® Company in the Indiana and Ohio region, and a top 10 Company in the National CENTURY 21® System.

We are humbled to be the #1 recognized real estate professionals in the industry.* In addition to our strong brand identity, other aspects of our #BestInClassMarketing include how CENTURY 21® sets the standard for the extraordinary experience that consumers should demand from a real estate transaction. Coming to life across print, digital, audio, and TV, this cross-platform program is reaching home-buying consumers wherever they are consuming content.

*2024 Kantar, a leading global market research organization





DOMINATING THE ONLINE SCENE

I get your property noticed online - all buyers use the internet in their home search process. ¹

It starts with a single-property website. This unique offering provides a visually appealing landing page to view all the key details of your home on one page.

YOUR FULLY CUSTOM WEBSITE IS:

- GENERATED WITHIN MINUTES
- FEATURED ON ITS OWN LANDING PAGE AND THE URL PROMOTED ACROSS MARKETING MATERIALS
- FEATURED ON THE MLS AND 120+ SYNDICATED WEBSITES NATIONWIDE
- PROMOTED THROUGH THE CENTURY 21 SOCIAL MEDIA FEEDS

1. 2024 NAR Home Buyer & Seller Report

2. Google Analytics January 2023 - December 2023.



CAPTIVATING THE BUYER

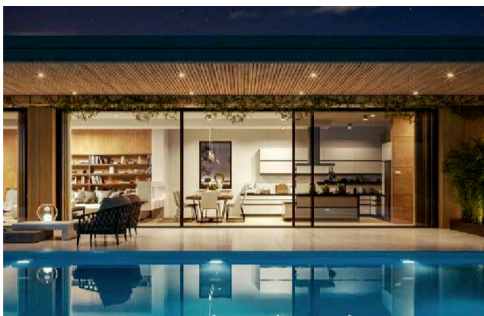
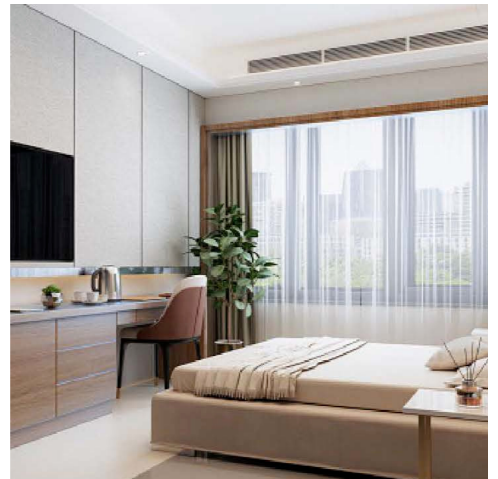
Professional photography is a must and is at the core of my marketing efforts. I showcase your home to its best advantage - with nothing short of beautiful, vivid and mobile-friendly interior and exterior photos.

83%

OF HOME BUYERS

find photos to be very useful during their home search process*

TOGETHER
WE'LL SCHEDULE
PROFESSIONAL
PHOTOGRAPHY
OF YOUR HOME



HIGHLIGHTING THE BEST FEATURES



Home staging matters. I offer guidance on how to help maximize your home's attractiveness to form an emotional connection. Together, we take a fresh look at your property to understand how a buyer will see your home.



INSIDE:

- Clear all unnecessary objects from furniture and kitchen countertops
- In the bathroom, remove items from the counters, tubs, shower stalls and commode tops
- Ensure the bathroom tubs, tile, sinks, shower floor and ceiling and toilet tops are free of mildew and look sparkling clean
- Rearrange or remove furniture if necessary
- Take down or rearrange pictures or objects on walls
- Review the house inside room by room
- Paint any room that needs it
- Clean carpets and window coverings
- Clean windows and cobwebs from ceilings and chandeliers
- Make sure the closets and garage are not too full
- Replace burned out light bulbs and repair faulty switches
- Minor repairs make a house more appealing
- Make certain all rooms are odor-free



OUTSIDE:

- Go around the perimeter of the house and remove all garbage cans, discarded wood scraps, extra building materials, etc.
- Check gutters and roof for leaks and dry rot
- Weed and mulch all planting areas
- Clear patios and decks of all items, such as small planters, flowerpots, charcoal, barbecues, toys, etc.
- Check paint condition on the house, especially the front door and trim
- Review if shutters, shingles, stone or bricks need replacing
- Check exterior stairs and handrails, walkways, screens and screen doors
- Keep garage clean and tidy



SELLING YOUR HOME

How long can it take to sell your property? Some properties sell in a few days. Others may take several months. A proper balance of the key factors that influence marketing a home can help expedite your sale.

1. LOCATION

Location is the single greatest factor affecting value. A neighborhood's desirability is basic to a property's fair market value.

2. COMPETITION

Buyers compare your property against others in the neighborhood and interpret value based on properties available on the market.

3. TIMING

The real estate market may reflect a 'buyer's' or 'seller's' market. Market conditions cannot be manipulated. An individually tailored marketing plan of action must be developed for each property.

4. CONDITION

The property's condition may impact price and speed of sale. Optimizing physical appearance can make your house more appealing to buyers.

5. PRICE

If the property is not properly priced, a sale may be delayed or even prevented. Reviewing the Comparative Market Analysis assists you in determining the best possible price.



STRATEGIZING FOR RESULTS



My solid pricing strategy begins with close consideration of current real estate market trends and conditions. My job is to study the local market as well as the median sales price and average number of days on market in your area, so I can provide you with information that you can use to make well-informed, educated decisions.

COMPARATIVE MARKET ANALYSIS

The location and specific features of your property are the key elements that determine its value. Together we'll look at similar properties in the area to form the basis for valuation. My access to the comparative analysis tool allows me to quickly find comparable properties to assist us in deciding on a competitive, effective price. The report takes into account the following categories of properties:

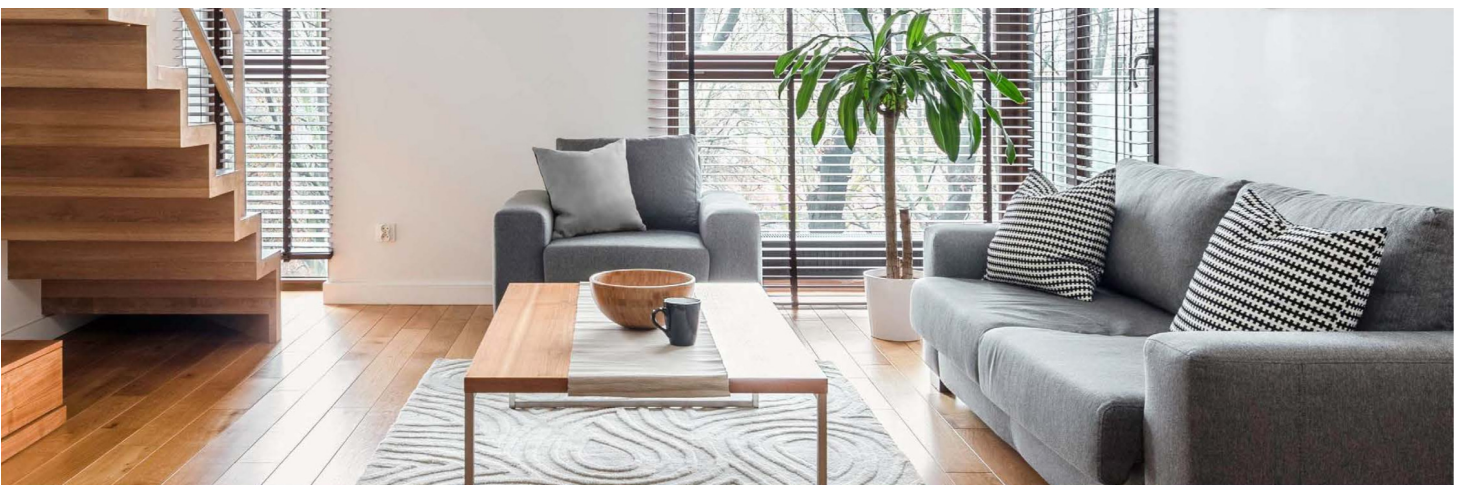
1. Recently Sold

3. Expired Listings That Did Not Sell

2. Currently On the Market
But Not Yet Sold

4. Currently Under Contract

REMEMBER: A house that's priced right from the beginning is well-positioned to help achieve your goal: sell the property at the best possible price in a reasonable amount of time.

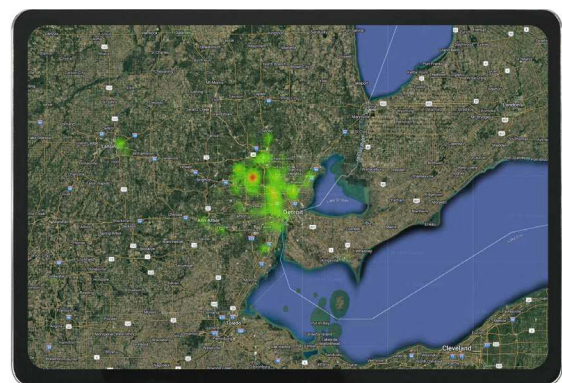
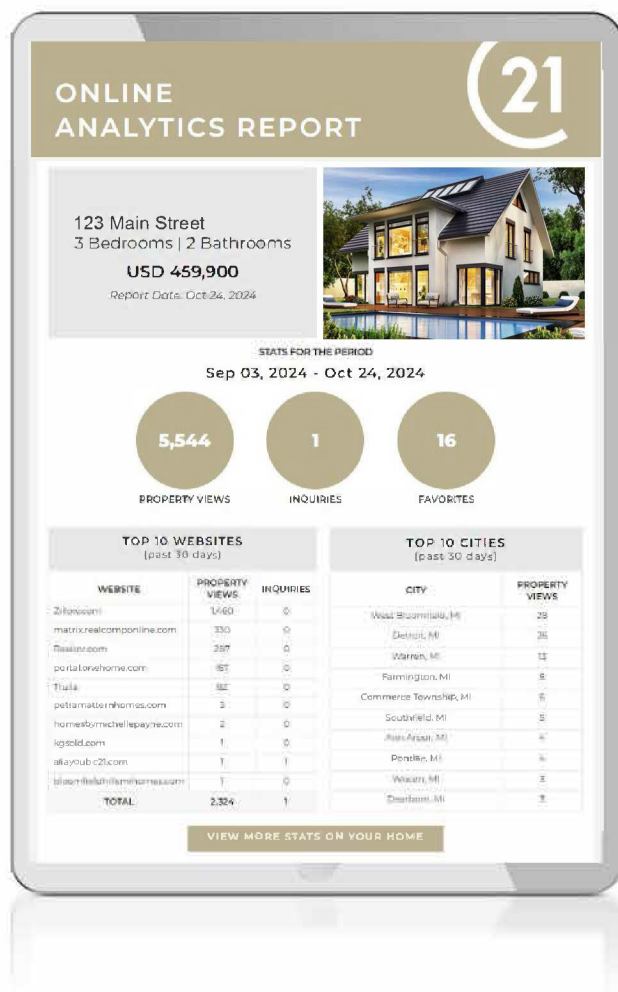


KEEPING YOU INFORMED



You'll feel in the loop at every stage of the process with regular updates, including a robust and dynamic Seller Report that provides the latest data on the performance of your listing. You'll learn not only how often your property is being viewed, shared and saved, but also where the leads are coming from.

Such up-to-the-minute information allows me to continually evaluate my strategy, and review and discuss adjustments with you, if necessary. Together we will optimize our marketing plan and get you to the closing table faster.



KEY TERMS



Appraisal: A professional analysis used to estimate the value of the property. This includes examples of sales of similar properties.

Assessed Value: A value assigned to a home by an assessor and is used to determine the property tax bill.

Closing (Date): The completion of the real estate transaction between buyer and seller. The seller transfers title to the property and the buyer signs the mortgage documents, if applicable. Also known as the settlement date.

Closing Costs: The costs to complete the real estate transaction. These costs are in addition to the price of the home and are paid at closing. They include points, taxes, title insurance, financing costs, items that must be prepaid or escrowed and other costs. Ask your lender for a complete list of closing cost items.

Condominium: A unit in a multiunit building. The owner of a condominium unit owns the unit itself and has the right, along with other owners, to use the common areas but does not own the common elements such as the exterior walls, floors and ceilings or the structural systems outside of the unit; these are owned by the condominium association. There are usually condominium association fees for building maintenance, property upkeep, taxes and insurance on the common areas and reserves for improvements.

Contingency: A plan for something that may occur. For example, if you are a buyer and your offer for the home is contingent on satisfaction with the results of certain elements of a home inspection. If the results of the inspection do not meet the standard, you may have the option to cancel or renegotiate the contract.

Counteroffer: An offer made in response to a previous offer. For example, after the buyer presents their first offer, the seller may make a counter-offer with a slightly higher sale price.

Credit Report: A document used by the credit industry to examine your use of credit. It provides information on money that you've borrowed from credit institutions and your payment history.

Credit Score: A computer-generated number that summarizes your credit profile and predicts the likelihood that you'll repay future debts.

Deed: The legal document transferring ownership or title to a property.

Down Payment: A portion of the price of a home, usually between 3-20%, not borrowed and paid up front.

Escrow: The holding of money or documents by a neutral third party before closing. It can also be an account held by the lender (or servicer) into which a homeowner pays money for taxes and insurance.

Foreclosure: A legal action that ends all ownership rights in a home when the homebuyer fails to make certain payments, such as the mortgage payments, property taxes, is otherwise in default under the terms of the mortgage.

Gift Letter: A letter written by a family member verifying that a certain amount of money was given to you as a gift and that you don't have to repay it. You can use this money toward a portion of your down payment with some mortgages.

Home Inspection: A professional inspection of a home to determine the condition of certain elements of the home. The inspection can include many options, but at least, should include an evaluation of the plumbing, heating and cooling systems, roof, electrical, foundation and pest infestation.

Home Warranty Plan: A residential service contract plan that covers the cost of maintaining certain covered household systems or appliances for a set period of time.



KEY TERMS

Homeowners Association: HOAs for short are private organizations that oversee the management of some residential communities. HOAs establish sets of rules and regulations called bylaws for those living in the community to follow. Often times residents are required to pay HOA fees to maintain common areas and to abide by certain restrictions that limit your options with the property theoretically to keep the neighborhood appealing.

Homeowners Insurance: A policy that protects you and the lender from various events that damage the structure of the house; a liability, such as an injury to a visitor to your home; or damage to your personal property, such as your furniture, clothes or appliances.

Joint Tenancy: A legal term for an arrangement that defines certain ownership interests and rights among two or more co-owners of real property.

Lien: A claim or charge on property for payment of a debt. With a mortgage, the lender often has the right to take the title to your property if you don't make the mortgage payments.

List to Sale Ratio: The final sale price divided by the last list price expressed as a percentage.

Mortgage: A loan using your home as collateral. In some states the term mortgage is also used to describe the document you sign that grants the lender a lien on your home. It may also be used to indicate the amount of money you borrow, with interest, to purchase your house. The amount of your mortgage is usually the purchase price of the home minus your down payment.

Mortgage Insurance Premium: Insurance payments to procure insurance needed for mortgages with low down payments (usually less than 20% of the price of the home).

Offer: A formal bid from a potential homebuyer to the home seller to purchase a home.

Open House: When the seller's real estate agent opens the seller's house to the public. You don't need a real estate agent to attend an open house.

Planned Unit Development (PUD): Small community that can contain many types of singlefamily homes, like town homes or condominiums. Everyone who lives in a PUD home is part of a homeowners' association.

Pre-Approval Letter: A letter from a mortgage lender indicating that you qualify for a mortgage of a specific amount. It also shows a home seller that you're a serious buyer.

Purchase Agreement: A legally binding contract that governs the property transfer from seller to buyer. This is a legally significant document that often contains various contingencies as well as rights and obligations. You should fully understand a Purchase Agreement before signing, which may include consulting an attorney.

Real Estate Professional: An individual who provides services in buying and selling homes. The selling real estate professional is often paid a percentage of the home sale price by the seller. Unless you've specifically contracted with a buyer's agent, the real estate professional represents the interest of the seller. Real estate professionals may be able to refer you to local lenders or mortgage brokers but are generally not involved in the lending process.

Recording Fee: Fees assessed by state and local government agencies for legally recording your deed, mortgage and documents related to your home loan.

Refinance: Getting a new mortgage with all or some portion of the proceeds used to pay off the original mortgage.

Short Sale: If you can sell your house but the sale proceeds are less than the total amount you owe on your mortgage, your mortgage company may agree to a short payoff and write off the portion of your mortgage that exceeds the net proceeds from the sale.

Title: The right to, and the ownership of, property. A title or deed is sometimes used as proof of ownership of land.

Title Insurance: Insurance that protects lenders and homeowners against legal problems with the title.

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