



LIST

WITH ROOST

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REAL ESTATE CO.



www.ROOSTRealEstateCo.com

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The Home Enhancement Checklist

You've decided to sell your home! When selling, it's important to look at your home from a different perspective. The home Enhancement Checklist provides you with insight and direction on how to get the most money and quickest sale for your home by making minor changes and repairs.

○ Tidy Up.

When a home appears cluttered, buyers can't "see" the home or it's potential. By storing items you don't need or use, your home will feel more inviting to potential buyers. When selling a home, less is more!

○ Clean Up.

A clean home gives the impression that it has been well cared for. Strive to make your home visually and aromatically appealing. Remember: Paint in the can is worth \$20, but it's worth \$1,000 on the wall!

○ Patch Up.

Minor repairs often become major stumbling blocks for potential buyers. Take away those distractions by fixing minor issues before they become major.

○ Finishing Touches.

The little "extras" make a home feel special. Remember, your home is competing with others in your neighborhood. Make your home stand out!





Marketing Plan for your Home

Competitively price your home.

Make your home look the best it can look.

Optimize the viewing experience for prospective buyers. Turn on the lights, open drapes and blinds, set the thermostat at a comfortable temperature. Be flexible with showing times.

Your ROOST Real Estate Co. agent will prepare and submit accurate information to the Multiple Listing Service (MLS). The MLS or MLS(s) is the key to getting your home in front of perspective buyers and their agents.

We can upload photos of your home to the MLS, the best listings typically have 25 or more. If needed, we can also provide you with access to professional photographers and 3D video service providers.

We will promote your property to our database and through social media.

We network and cooperate with all of the best agents in the area who will be eager to show your property.

We create MAXIMUM EXPOSURE for your property by ensuring your home is listed on EVERY real estate related website on the net, including Realtor.com, Zillow, and Trulia.

Clear and Open Communication

Your ROOST Real Estate Co. agent will provide you with a copy of the initial listing in the MLS so you can review for accuracy and revise as needed.

We use professional showing services to schedule showings for potential buyers of your home. When an agent has a prospective buyer for your home they will call the showing service who will verify their information and contact you for permission to schedule the showing. Once the showing service has your permission, they will provide the showing agent with the lockbox code to your home.

Every agent who shows your property will be asked to provide feedback through the showing service. In our experience, agents respond around 35% of the time. When an agent responds, you will receive their feedback via email directly from Centralized Showing Service.

We will meet regularly to review and discuss adjusting our overall marketing strategy as needed.

Negotiating and Structuring the Sale

Your ROOST Real Estate Co. agent will review and present all offers to you as they are received.

Our goal is to work only with buyers who are at a minimum pre-qualified for a mortgage or can provide proof of funds for a cash sale.

We work with you to ensure that the terms of the contract, including closing and occupancy dates, as well as the final purchase price work for you.

We aim to negotiate a solid purchase contract that will close on time with no surprises.



Managing the Transaction

The time between negotiating a contract and getting to the closing table can be the most stressful part of selling your home.

Your ROOST Real Estate Co. agent will touch base with you throughout the process of managing the details of your transaction.

Some of the milestones we will work through during the process include:

- Appraisal
- Inspections
- Repairs
- Financing Commitment
- Title Work
- Home Owner Association
- Final Walk-Through
- Coordinating the Move

The Market Analysis

Your ROOST Real Estate Co. agent will provide you with a thorough assessment of your property based its location, style, and condition.

You will receive a written Pin-Point Price Analysis showing the price range similar homes in the area have sold for in the last six to twelve months.

Pricing your home into today's market is a process, not necessarily a one-time event. Your ROOST Real Estate Co. agent will work with you to develop a pricing strategy that will be attractive to buyers and allow you to realize your financial goals for the sale.

Finally, you will receive an estimate of the proceeds you can expect from the sale based your estimated mortgage payoff, property tax proration, realtor commission, and any local government or home owner association fees.

Our Client Appreciation Program

The vast majority of our business comes to us through referrals from past clients to their friends and family. If we don't do everything we can to make your purchase or selling experience as pleasant as possible, we would miss the opportunity to earn your referral and future business.

Your ROOST Real Estate Co. agent is here to assist you after the closing. You will receive valuable information from us on a monthly basis and if you need a referral for another service provider in the future we can probably help, just ask!

A Different Kind of Brokerage

We believe in making the process of buying, selling, renting, and investing in real estate more approachable, collaborative, and generally less intimidating.

ROOST Real Estate Co. is a referral based business. We believe that the very best clients are those that are recommended by our existing and past clients.

We are the real estate company people turn to at every stage of their lives. We are there when our clients rent their first apartment, buy their first home, buy their first investment property, and buy their retirement villa on the beach.



**Meeting people
where they are
today, and helping
them get to
where they want
to be tomorrow.**

Smart. Passionate. Supportive. Approachable.



WE'RE HERE TO HELP YOU. SO GIVE US A SHOUT.

COLUMBUS, OH

500 East Starr
Columbus, Ohio 43201
614.505.5808

DAYTON, OH

31 S Main St., Suite 033
Dayton, OH 45402
937-519-2040

SPRINGFIELD, OH

1636 N Yellow Springs St
Springfield, Ohio 45504
937.390.3715

MELBOURNE, FL

C/O The 1900 Building
1900 S Harbor City Blvd.
Melbourne, FL 32901
321-405-1116

FT. MYERS, SW FL

2801 Estero Blvd., Unit A,
Ft. Myers Beach, FL 33931
239-306-5353

