



My Purpose is to Help People SELL SMART

Michael Gay, REALTOR® & Associate Broker
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The successful sale of your home requires three (3) important and distinctive functions, similar to setting the stage for a play with three acts.

- I. **Promotion and Marketing:** To oversee the promotion and marketing of your home. This will be accomplished by a combination of published advertising, personal accompanied showings, constant networking with other brokers, and total availability and communication with Brokers and Sellers.
- II. **Negotiation:** To successfully negotiate any and all offers to the Sellers' best interest. Obtaining the highest and best price for your home requires good communication and negotiation skills, knowledge of contract language, and attention to details such as contingencies in the sales agreement.
- III. **Closing the Sale:** To facilitate "Closing the Sale," I pledge to be available and accessible to achieve the final goal of selling your home. I make the extra effort to establish good relationships with Title Company, buyer and buyer's agents throughout the escrow period. I will be available to manage any issues that may arise during the transaction.

Once we have a listing agreement, as your Seller's Agent, I will act solely on your behalf. My duties include:

- Promoting your best interest;
- Fully disclosing to you all facts that might affect or influence your decision to accept an offer to purchase;
- Keeping confidential your motivation to sell;
- Presenting all offers to you; and
- Disclosing to you all information I have about the identity of all Buyers and their willingness to complete the sale, or offer a higher price.

I have a proven formula for success.

The outline that follows will help you to understand the way I work and the tasks I perform to achieve the successful sale of your property.

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In the first week:

- Your property will be listed in the Multiple Listing Services (MLS) for maximum exposure.
- Your property will be featured on Yahoo!, PrudentialProperties.com, Realtor.com, my own personal website, MichaelGayREALTOR.com, Comcast's HOME PREVIEW CHANNEL and numerous other Internet websites with links to other real estate websites
- Our yard sign will be installed at your property.
- A color property brochure will be prepared for distribution to prospects and the broker/agent community.
- An electronic announcement of this new listing will immediately be sent to the over 800 members of the Ann Arbor Area Board of Realtors.
- No less than 50 letters will be mailed to area residents announcing this new listing and inviting them to "bring their new neighbor."
- One (1) OPEN HOUSE will be hosted with your approval.

In the first two weeks:

- Property flyer announcing your new listing will be mailed to the TOP 30 AREA PRODUCERS (Brokers & Agents).
- Prudential Snyder & Company advertises weekly and your home will be featured exclusively. Our advertising works for you!

In the first 30-60 days:

Our full service full price listing program includes selected featured advertising that can be submitted to the following various magazines and trade papers:

Major newspapers all across Southeastern Michigan, The Wall Street Journal, Dream Homes Magazine, Fine Homes, Homes Magazine, The Estate Collection
And many more!

These publications are also sold at newsstands and distributed at news racks throughout Southeastern Michigan.

- Photo ad, reader ad, and property press release will be submitted to our marketing department for rotation in various publications. While your property may or may not be featured exclusively every publication cycle, our ad program has increased calls over 48% per month in all price ranges.

In addition, I pledge to...

- Always be available to you...
- Be present for all buyer inspections and buyer walk-thru;
- Provide regular updates on showings and property inquiries; and
- Give prompt response to all inquiries with direct phone access and E-mail correspondence.

Coordination for the Seller [pending closing]:

- Monitoring contingencies removals and coordinating required inspection reports;
- Seller's Property and Lead-Paint Testing Reports;
- Home Protection Plan [basic plan] if requested in Buyer's offer;
- Services of a Prudential Snyder & Company staff to assist with documentation, and file management tasks;
- Attend the closing and represent your interests; and
- Faithfully execute your instructions, if you are not able to attend the closing.

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