



# MY ROLE AS YOUR LISTING AGENT

*Deciding who to represent you is the most important decision you will make in the home selling process. As your RE/MAX 100 real estate agent, I will help you in the following areas, critical to a successful and satisfying real estate experience:*

## *Act as your Marketing Manager*

- *Guiding you in setting a competitive market price*
- *Advising you on how to showcase your home and highlight its best features*
- *Developing a professional marketing strategy to expose your property to the widest possible audience – from a yard sign to the Internet*
- *Discussing the sales advantages of a home warranty*

## *Bring you Qualified Buyers*

- *Informing buyers of financing options*
- *Helping buyers get pre-qualified and pre-approved with a lender before making an offer*

## *Serve as your Experienced Negotiator*

- *Advising you on the merits of the offers submitted*
- *Representing your best interests in all negotiations*

## *Act as your Transaction Coordinator*

- *Overseeing the entire closing process*
- *Keeping you consistently informed of the status of the closing*
- *Reviewing all documents for accuracy*
- *Assisting you with calculating your proceeds after the sale*

*When choosing a real estate agent, consider the following:*

- *Experience*
- *Knowledge of the local market*
- *Knowledge of the buying and selling process*
- *The types of marketing, advertising and sales tools available*
- *Compatibility in working with you*
- *Quality of service offered*
- *References*