

“FREQUENTLY ASKED QUESTIONS” BY HOMESELLERS

1. Will you discount your commission?

Based on what I'll be doing to sell your home, I am unable to cut my commission. Buyer agents will look at a discounted commission -- and when the home down the street pays them a larger commission, homes listed for less commission are shown considerably less.

2. How does your office handle showings?

Agents will be instructed to contact me directly to schedule showings. This will enable me to track inquiries on your home, “pre-sell” your home and make it easier to gather feedback.

3. Will you be present for all showings?

I will not be present at the showings unless I personally have a buyer to show your home. Be assured that our lockboxes are monitored by sophisticated technology -- every time an agent opens it to get the key, I'm informed who it was, and the time they opened it.

4. Will there be a lockbox on my home?

Yes. It is imperative for buyer agents to be able to show your home as conveniently as possible. This also allows me to monitor showings and times, and get the agents' feedback.

5. Do I need to “stage” my home (turn on lights, etc.) when a showing is scheduled?

I suggest you leave your home in the condition you'd like it left after the showing.

6. How do you handle buyer feedback?

I will contact you weekly about our progress (Monday's usually work best). There may be times in between where I'll need to share feedback.

7. How much notice will I have before showings?

There may be times when the agent is in your driveway wanting to show your home right then. Other agents may give you several days' notice. Remember, the easier it is to show, the easier it is to sell. Try to always keep your home in “Show-Ready” condition. Regrettably, there are some agents that are not as considerate as others and may not show up and never call to cancel their appointment.

8. Will you be bringing buyers to my home?

I really have no way of knowing who will be showing your home. There are hundreds of real estate agents in our market, and I will be promoting your home to all of them. I would love to personally sell your home, but it's unrealistic that I would be the only agent in the area with a buyer looking for a home like yours. It's not my job to sell your home -- my job to get it sold!

9. Will you put flyers outside my home?

As a general rule, flyers are a *passive* form of marketing. Studies show that if someone sees one thing on the flyer they do not like, they will not call to inquire any further about the home. In order to “capture” those buyers -- allowing ME to do my job and “sell your home,” I need them to call. I believe if they are interested enough to stop and pick up a flyer, that they will call me and ask questions even if there are no flyers. Be assured that I am *actively* promoting your home, not only through traditional marketing methods like signage and multiple listing, but also through exclusive **Weichert®** marketing systems that include more extensive online promotion, an exclusive state-of-the art Call Center, effective leads management, and our enhanced **Weichert** Open House systems.