

Dear Seller:

Thank you for the opportunity to discuss the marketing of your property.

I understand that selling your house is an important decision for you. My goal is to help you sell your property for the highest price attainable, within the time frame that fits your plans, and to make the homeselling process as efficient, stress-free and successful as possible.

The purpose of this Homeselling Proposal is to help you understand the marketing process, to acquaint you with the current market activity in this area, and to explain how Prudential Waterfront Properties and I can assist you in achieving the sale of your property. My hope is that you will be *delighted* with your homeselling experience.

Again, thank you for allowing me to assist you in the marketing of your property.

Truly yours,

Adam Lynch

Adam Lynch
(540) 420-8657
www.askadamlynch.com
adam@askadamlynch.com



ASK ADAM LYNCH .com

HOMESELLING PROCESS

Selling a house typically includes many of the following elements. I will be your resource and guide every step of the way.

Initial Consultation

- ❏ Determine your needs and priorities
- ❏ Review “agency” choices and select appropriate working relationship
- ❏ Discuss Marketing Plan
- ❏ Establish Pricing Strategy

Design and Implement Marketing Plan

- ❏ Complete home enhancement recommendations
- ❏ Carry out scheduled marketing activities
- ❏ Show the property to brokers and prospective buyers
- ❏ Communicate with you on a regular basis
- ❏ Monitor results of marketing activities
- ❏ Modify Marketing Plan and Pricing Strategy as necessary

Review Offer and Reach Agreement with Buyer

- ❏ Buyer’s real estate professional presents offer
- ❏ Discuss and clarify proposed terms and conditions
- ❏ Negotiation; possible counter offers
- ❏ Reach final agreement

Complete Settlement Process (per purchase contract)

- ❏ Deposit of buyer’s earnest money
- ❏ Sign documents
- ❏ Title search; preliminary title report to buyer
- ❏ Inspections
- ❏ Removal of remaining contingencies
- ❏ Buyer’s final walk-through of property
- ❏ Loan funding/balance of funds from buyer
- ❏ Recording of title
- ❏ Relocation of seller; possession of property by buyer

After-sale Service

- ❏ Help you find your next home, as needed
- ❏ Assist you with relocation, as needed
- ❏ Provide resources for other after-sale homeowner needs

Adam Lynch
(540) 420-8657
www.askadamlynch.com
adam@askadamlynch.com



ASK ADAM LYNCH .com

HOW CAN I HELP YOU

I will apply my knowledge and expertise to achieve the successful sale of your property. Here is what you can expect from me:

- Your needs, interests and objectives will be my top priority. I will want to learn what is important to you, so I can help you attain your real estate goals.
- I will give you reliable information and solid advice so that you can make informed decisions. Please don't hesitate to ask questions.
- I will work for your best interests at every stage of the homeselling process, from the development and implementation of a Marketing Plan, through the negotiation of future offers, to the final settlement of the transaction.
- Communication is important. We will want to agree to a system of regular contacts (whether in person, on the phone or email) so I can keep you up-to-date on the progress of the transaction.

It is my hope that you will be so pleased with my service that you will turn to me for advice on your future real estate needs.

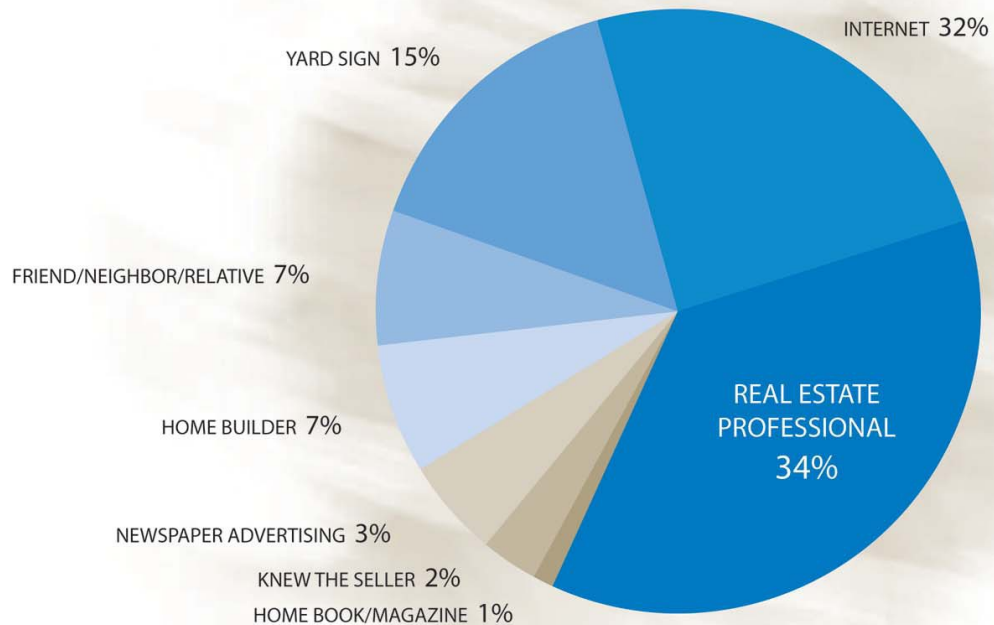
Adam Lynch
(540) 420-8657
www.askadamlynch.com
adam@askadamlynch.com



ASK ADAM LYNCH .com

HOW BUYERS FIND THE HOME THEY PURCHASE

Homebuyers may use several information sources in their search process, but they are most likely to find the home they actually purchase through a real estate sales professional.



Source: National Association of REALTORS® Profile of Home Buyers and Sellers 2008. Due to rounding, percentage distributions may not add to 100 percent.

Adam Lynch
(540) 420-8657
www.askadamlynch.com
adam@askadamlynch.com



ASK ADAM LYNCH .com

THE GOALS OF EFFECTIVE MARKETING

To successfully promote your property to the market, a comprehensive plan of targeted activities is essential. Our marketing program has three aims:

Promote directly to prospective buyers

- The Internet
- Yard sign
- Open houses
- Other marketing activities

Enlist the efforts of other real estate professionals

- The Prudential Real Estate Network
- Multiple Listing Service (MLS)
- Direct promotion to other real estate professionals

Maintain communication with you

- Weekly Online Seller Advantage activity emails
- Review the results of our marketing activities
- Consult with you to fine-tune our marketing strategy, as needed

Adam Lynch
(540) 420-8657
www.askadamlynch.com
adam@askadamlynch.com



ASK ADAM LYNCH REALTY

UNDERSTANDING MARKET VALUE

Market-sensitive pricing can be the key to maximum market exposure and, ultimately, a satisfactory sale.

The existing pool of prospective buyers determines a property's value, based on:

- Location, design, amenities and condition.
- Availability of comparable (competing) properties.
- Economic conditions that affect real property transactions.

Factors that have little or no influence on the market value of a house include:

- The price the seller originally paid for the property.
- The seller's expected net proceeds.
- The amount spent on improvements.

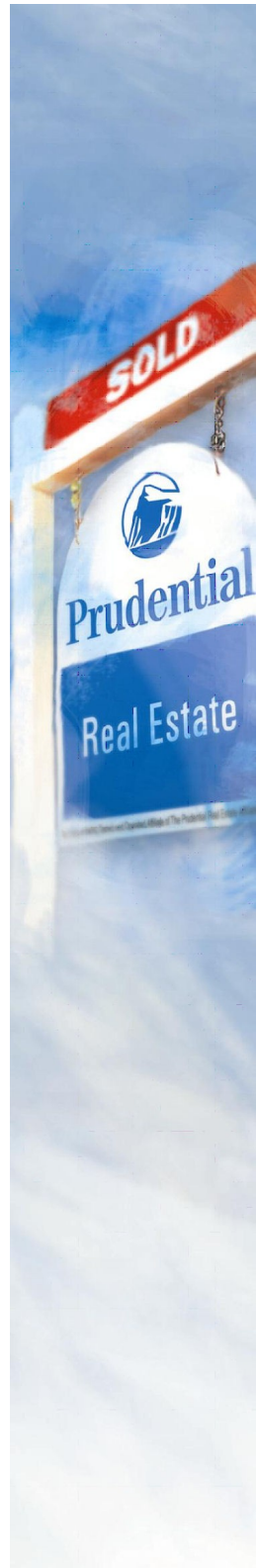
The impact of accurate pricing:

- Properties priced within market range generate more showings and offers, and sell in a shorter period of time.
- Properties priced too high have a difficult time selling.

Adam Lynch
(540) 420-8657
www.askadamlynch.com
adam@askadamlynch.com



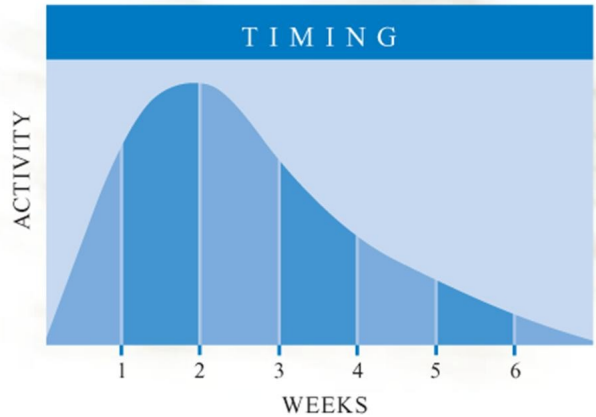
ASK ADAM LYNCH .com



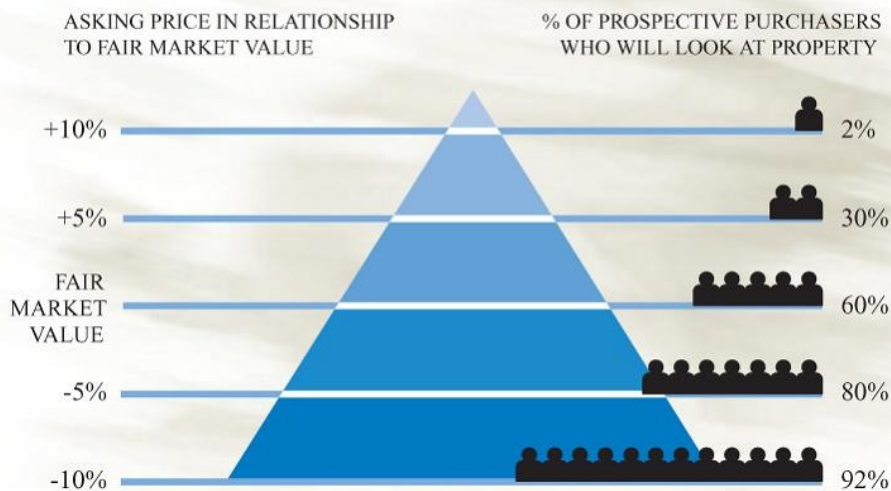
THE DANGERS OF OVERPRICING

An asking price that is beyond market range can adversely affect the marketing of a property.

- Fewer buyers are attracted, and fewer offers received.
- Marketing time is prolonged, and initial marketing momentum is lost.
- The property attracts “lookers” and helps competing houses look better by comparison.
- If a property does sell above true market value, it may not appraise and the buyers may not be able to secure a loan.
- The property may eventually sell *below* market value.



PERCENT OF BUYERS WHO WILL VIEW PROPERTY



Adam Lynch
 (540) 420-8657
www.askadamlynch.com
adam@askadamlynch.com



FROM OFFER TO COMPLETED SALE

When our marketing efforts bring a purchase offer, I will:

Negotiate the agreement

- Explain the offer to you and answer your questions.
- Help you determine the best course of action by pointing out potential advantages and disadvantages of the offer and clarifying the choices available to you.
- Prepare an Estimate of Net Proceeds based on the proposed price and terms.
- Negotiate through the buyer's agent, and handle possible counter offers, to reach a final agreement that is favorable to you.

Complete the transaction

- Explain to you in detail all the steps that will occur for a successful closing, and answer any questions you might have.
- Work with the buyer's broker, settlement officer, title officer and others to help coordinate their activities and keep the transaction moving forward.
- Monitor progress of inspections, the buyer's loan and other contingencies as called for in the purchase contract. Resolve questions or problems that might arise, in order to ensure a timely closing.
- Accompany the buyer and buyer's agent during their final walk-through of the property.
- Assist you in handling details required for the completion of the transaction.
- Communicate with you on a regular basis so that you can stay informed and is worry-free as possible.

Follow up after the sale closes

- Confirm that all your real estate-related needs have been met, and provide information on service providers you may require.
- Offer relocation assistance, if moving to a new area.
- Help you locate a new home, if remaining in this area.

Adam Lynch
(540) 420-8657
www.askadamlynch.com
adam@askadamlynch.com



ASK ADAM LYNCH .com