



Tamara Lindemann

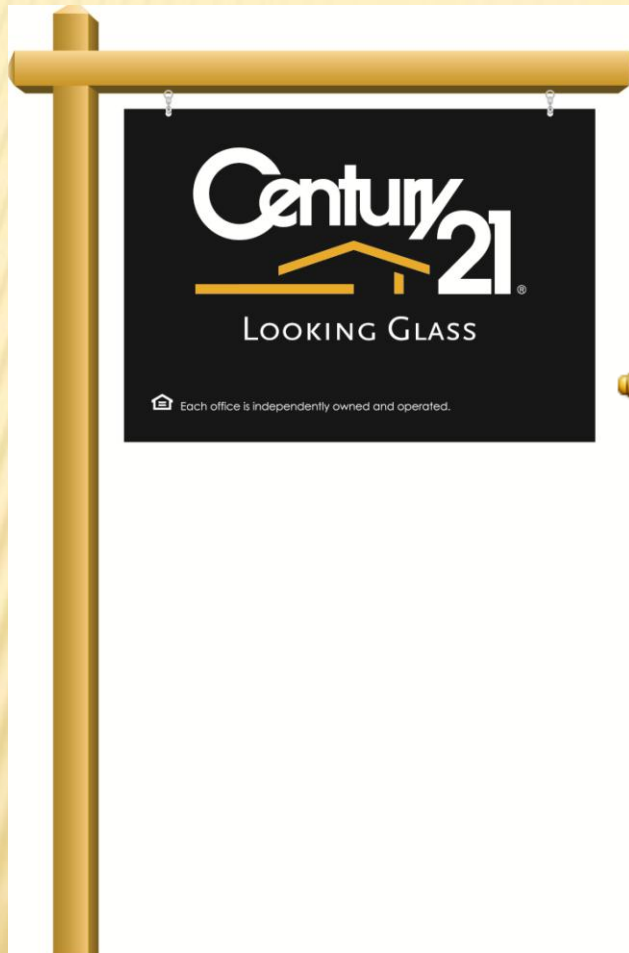
EDUCATIONAL APPLICATION OF
POWERPOINT

PRESENTATION OBJECTIVES

- ✘ To educate and inform the seller of property what CENTURY 21® Looking Glass has to offer.
- ✘ Learn what to expect when selling a property.



HELPING YOU SELL YOUR PROPERTY



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CENTURY 21 LOOKING GLASS

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CENTURY 21® LOOKING GLASS

- ✘ *Our company's strengths*
 - + *Over 500 Years of Real Estate Experience!*
 - + *40+ agents from every community in the Greater Lansing area.*
 - + *The ONLY major Real Estate Company in the Lansing MLS with realtor.com enhanced listings on the entire office inventory!*

- ✘ *CENTURY 21® Centurion Office from 1998-2005*

- ✘ *The Largest CENTURY 21® Company in Mid-Michigan*

- ✘ *CENTURY 21® brand awareness*
 - + *Millward-Brown results*
 - ✘ *CENTURY 21® continues to be the most recognized name in real estate**

*Source: 2007 Ad Tracking Study. The survey results are based on 1216 online interviews with a national random sample of adults (ages 25-54) who are equal decision makers and who have bought or sold a home within the past two years or plan to purchase or sell a home within the next two years. Brand awareness questions are based on a sample of 1216 respondents with a margin of error of +/- 2.4% at 90% confidence level. The study was conducted between February 19th - October 7th, 2007 by Millward Brown, a leading global market research organization.

CORE BELIEF

- + “Your home **MUST** be in front of Buyers, where Buyers look, research, and shop for their next home (your home!), 24 hours a day, 7 days a week with the maximum amount of information and media available”.

GET MORE WITH CENTURY 21®



Standard Services

- ✘ Multiple Listing Service
- ✘ Industry Leading Realtor.com
Enhanced Exposure
- ✘ Most Recognized Yard Sign in the
Industry
- ✘ Industry Leading Internet Exposure
- ✘ Open House
- ✘ Required Property Disclosures
- ✘ Competitive Market Analysis
- ✘ Featured on National Websites

GET MORE WITH CENTURY 21®



Customized Services

- ✘ National Advertising
- ✘ Seller Service Pledge
- ✘ Quality Service Survey

✘ Other Targeted Internet Websites

- + www.realtor.com
- + www.century21.com
- + www.c21lookingglass.com
- + www.lansing-realestate.com
- + www.yahoorealestate.com
- + www.aol.com
- + www.move.com
- + www.iwon.com

- + www.homeadvisor.com
- + www.monstermoving.com
- + www.homestore.com
- + www.digitalcity.com
- + www.msn.com
- + www.realestatejournal.com
- + www.trulia.com
- + www.zillow.com
- + www.frontdoor.com

THE PROCESS OF SELLING YOUR PROPERTY

PRE-LISTING PREPARATION

- Survey or Mortgage Survey
- Mortgage Statement
- List of improvements
- List of features that sold you on this house
- Copy of any legal documents related to property
- Key to property
- Realtor will take photos of property for listing and measure rooms, etc.

THE PROCESS OF SELLING YOUR PROPERTY

LISTING AGREEMENT

- Agency Disclosure
- Uniform Sales Contract
- Authorization for Property Address Publication
- Seller's Disclosure Statement
- Lead Based Paint Disclosure
- Home Warranty



THE SALE

- Accept Offer
- Set Closing Date
- Prepare to move
- Attend Closing



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