



Everything I Touch Turns To SOLD!

Cathy Hill, CRS

Area's Premier Realtor

What Cathy Hill Can Do For You!!

1. Represent *your* best interests in the sale of your property.
2. Prepare a detailed market analysis to determine the market value of the property using sold comparables, currently competing properties, and properties that have been rejected by the market.
3. Develop a marketing plan designed to sell your property quickly and for the most money.
4. Suggest ways to help prepare your property for best showing.
5. Provide assistance in locating home maintenance contractors and cleaners.
6. Give guidance on terms necessary to sell in today's market.
7. Estimate your net proceeds prior to listing and again prior to accepting an offer.
8. Prepare a listing contract
9. Prepare a seller disclosure statement
10. Acquaint all company associates with your property through use of our company photo tour and weekly sales meetings.
11. List your property in the Multiple Listing Service of the Cedar Rapids Area Association of realtors, thus providing wider exposure among hundreds of professional agents.
12. Be accessible to you 24 hours a day via our voice mail, mobile phones and e-mail.
13. Take photos of your property.
14. Place our highly visible For Sale sign on your property.
15. Place a Central Lock Box on your property.
16. Place a brochure box on your property (contains a flyer featuring a description and pictures of your home).
17. Prepare a feature sheet which contains detailed information and pictures of your home.
18. Prepare a "home book" including feature sheets, MLS pages, average utility costs, plat maps, restrictive covenants, property disclosures, neighborhood reports and school information
19. Prepare and submit advertisement in the Cedar Rapids Gazette and any other papers that may apply to your home.
20. Make listing available to internet web sites: www.cathyhillrealtor.com www.skogman.com www.realtor.com and www.zillow.com
21. Provide a virtual tour of the listing.
22. Advertise your property's open house on our weekly TV show (Skogman Home Show)
23. Hold Open Houses and follow up on all visitors who have shown interest.
24. Provide Realtor Open House if desired.
25. Arrange private showings for other agents and provide showing feedback.
26. Locate potential buyers for your property through our Corporate Relocation contacts.
27. Locate potential buyers for your property through our affiliations with nearly 100 organizations in the area.
28. Locate potential buyers for your property through the promotion of our Guaranteed Trade In Program.
29. Provide dozens of ongoing prospecting activities to locate buyers, utilizing personal contact, telephone and direct mail.



Everything I Touch Turns To SOLD!

Cathy Hill, CRS

Area's Premier Realtor

30. Acquaint out-of-town buyers with your property prior to their arrival in our area.
31. Pre-qualify potential buyers.
32. Present and counsel with you in considering offers, to make sure your best interests are represented.
33. Negotiate the transaction on your behalf.
34. Utilize our 23 Point Closing Plan.
35. Provide advice and reminders to help you make a smooth transition to your new home.
36. Provide references for qualified moving and relocation services.
37. Assist you in meeting federal lead based paint disclosure requirements.
38. Assist you in meeting property condition disclosure requirements.
39. Provide escrow account for earnest money deposit.
40. Assist the purchaser in obtaining financing as quickly and efficiently as possible.
41. Coordinate financing details in your behalf with the new lender.
42. Coordinate any other required inspections.
43. Provide recommendations on various contractors, should repairs be required.
44. Obtain buyer contingency releases.
45. Locate the abstract and coordinate extension.
46. Deliver extended abstract to lender and or attorney, and pick up when completed.
47. Assist in the clearing of any title problems.
48. Order termite inspection and assist in arranging for treatment, if required.
49. Coordinate pre-closing inspections.
50. Finalize and schedule closing at your convenience.
51. Attend closing in your behalf, if you desire.
52. Provide information to change over utilities.
53. Provide closing service staffed by highly competent professionals.
54. Preparation of deed, declaration of value, groundwater affidavit, W-9's and bringing them to you for signature.
55. Provide free notary service.
56. Preparation of your closing statement, itemizing all costs.
57. Payment via our trust account of all approved costs.
58. Prompt recording of all legal documents.
59. Prompt delivery to you of net proceeds.
60. Provide reminder to you of notification to city assessor of the sale of your property.
61. Provide referral assistance to you if you are relocating to a new city.
62. Long term records storage in our office, should you at a later date need information or copies.
63. Provide advice and information to you after the sale.