

# MARKETING AND TRANSACTION MANAGEMENT

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I have over 19 years and hundreds of transactions of experience and success marketing and selling properties in Boston's Downtown neighborhoods. My strength is in maximizing demand for your property, as well as negotiation, and transaction management. I have an extraordinary array of tools to utilize in the marketing and sale of your home or investment. Please review the items below for a brief overview.

## I. MARKETING

### Introduction to Market

- Assist seller in preparing property to be placed on market. Make recommendations on staging the property correctly.
- Professionally photograph exterior and/or interior for use in advertisements, promotions, websites, and multiple listing services. Photograph for virtual tour, if appropriate.
- Post the property to more than 40 top lead generating websites including Boston.com, Sothebysrealty.com, GibsonSothebysRealty.com, Realtor.com, NewYorkTimes.com, WashingtonPost.com, WSJ.com (WallStreetJournal), IHT.com (Int'l Herald Tribune) along with photos and virtual tours. YouTube video, online content.  
(See additional detail)
- Blog about property and utilize social media such as Facebook, Twitter, LinkedIn to publicize property.
- Utilize syndication services to publicize property online.
- In-house marketing department prepares color showsheets to be given to other brokers and potential buyers.
- Create a website for your property for use in syndication, advertising and other publicity.
- Email web e-showsheet with pictures and information to all 160 Boston based Gibson-Sotheby's agents and over 1200 other Boston based agents. Email web e-showsheet to over 1,000 potential buyers from my email list.
- Enter property into KWKLY (mobile device property info service) and LeadRouter (Internet lead routing service)
- Advertising in local publications as appropriate.
- Plan "white glove" advertising program (Sotheby's Preview Magazine, Robb report, Sotheby's auction house tie-in, etc) for appropriate properties.
- Marketing department prepares "Just Listed" cards to neighbors and other potential buyers, if appropriate.
- Post the property in LINK, and MLS-PIN the two multilisting services for Massachusetts
- Hold initial Sunday and Broker open house/lunch to introduce the property to the brokerage community.
- Lead Tuesday morning caravan tour through property.
- Personally perform all showings in order to show your property to its best advantage. It also controls security and ensures your privacy.



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## Ongoing Market Activities

- Accompany and conduct all showings to make sure property is shown to its' best advantage.
- Continue previously mentioned activities.
- Blog about property.
- Promote property info and price changes through the real estate brokerage community via LINK, MLS, and broadcast email.
- Update seller on on a weekly basis on marketing progress and activities. Also include updates on competing properties and closings/under agreements.
- Ongoing discussion of marketing strategy with seller. Determine, recommend, and execute new strategies if and when appropriate.
- Conduct Sunday open houses at appropriate intervals.
- Conduct additional broker open houses when appropriate.

## II. OFFERS

- Advocate for seller, protect seller's interests and confidentiality.
- Steer buyer towards seller's desired price, terms, and time frame.
- Secure a mortgage pre-approval from buyer.
- Secure buyer's "good faith" binder (usually \$1,000) and deposit in a Gibson Sotheby's escrow account..
- Co-ordinate all offer related paperwork.

## III. PURCHASE AND SALES CONTRACT ACTIVITIES

- Co-ordinate all activities , paperwork, and negotiations between seller's side and buyer's side. Help to ensure problem resolution and progress. Manage details of transaction.
- Assist in co-ordination of getting all condominium documents and financials to buyer for examination.
- Attend home inspection to answer questions and provide seller with feedback. The inspector will need access to the roof and all systems.
- Co-ordinate and attend property appraisal by buyer's lender.
- Monitor buyer's mortgage application status.
- Retain buyer's P&S deposit in our escrow account. This figure is usually between 5 and 10% of the purchase price and is determined on the offer.
- Co-ordinate execution of the buyer's P&S deposit in our escrow account. This usually occurs 10 days to 2 weeks after the offer execution.

## IV. CLOSING

- Obtain and present a Certificate of Insurance on the building for the buyer's lending institution in order to demonstrate sufficient coverage.
- Obtain and present a Smoke Detector/Carbon Monoxide Detector Certificate from the Boston Fire Department (a \$40 fee).
- Obtain and present a 6(d) certificate from the condo association in order to demonstrate that all condo fees have been paid.
- Confirm Closing date and time for all participants. Attend closing to in order to help resolve any problems.

