
MARIO DANIEL SCONZA & PARTNERS REAL ESTATE SERVICES 172-STEP ACTION PLAN

29. Assess your reasons for selling and determine best strategy.
30. Assess your immediate concerns.
31. Ask questions about the property and yourselves to learn how to better serve and provide helpful information.
32. Discuss your purchase plans and determine how Mario Daniel Sconza & Partners Real Estate Services can assist you in your next purchase (local, home construction, investment, or (relocation) or if we can research and find a qualified agent to assist you in your new location.
33. Obtain information that will help us prepare the listing, advertising and marketing materials. Questions will include: What type of improvements have you done to your house in the past five years? What other features of your home make it attractive to buyers? (Type of cabinets, flooring, Solar Panels, pool, fireplaces, etc.)
34. Prepare you by asking you to gather home information: to have a copy of mortgage statement, copy of a survey.
35. Obtain one set of keys, which will be inserted in the lockbox.
36. Perform Interior Dècor Assessment.
37. Review results of Interior Dècor Assessment and suggest changes to shorten time on market.
38. Perform exterior “Curb Appeal Assessment” of subject property.
39. Review results of Curb Appeal Assessment with you and provide suggestions to improve salability.
40. Give you an overview of current market conditions and projections.
41. Provide Home Audit to discuss constructive changes to your home and make it more appealing to show exceptionally well and help it to yield the greatest possible price to an interested buyer.
42. Provide you with home showing guidelines to help have the home prepared for appointments. (i.e. lighting, soft, music, etc.)
43. Review and explain all clauses in Listing Agreement (add schedules, if applicable).
44. Enter your name, address, phone number and email address in order to keep you informed of market changes, mortgage rate fluctuations, sales trends or anything that may affect the value and marketability of your property.
45. Compile and assemble formal file on property.
46. Present Comparable Market Analysis (CMA) Results to you, including comparable solds, current listings and expired listings.
47. Offer pricing strategy based on professional interpretation of current market conditions.
48. Assist you in strategically pricing home to enable it to show up on more MLS Searches.