

Listing Your Home: My Strategy

Marketing Plan

Pre-Inspection. We will suggest having the major systems in your house inspected to reduce the risk of any surprises when negotiating with a buyer.

Pre-Title Commitment. We will order a pre-title commitment to reduce your risk of any title problems at closing.

Pricing. We will assist you with pricing your home based on a competitive market analysis. This will help you to set the best price on your home so that it will sell *within* your time frame.

The Coldwell Banker Sign. We will place one of the nationally familiar Coldwell Banker real estate signs on your property.

Color Brochure. We will have your home photographed and a color brochure/flyer prepared.

Lock Box. We will place a lock box on your property to increase showings and provide you with the security of knowing who has shown your home.

Multiple Listing Service (MLS). We will enter your home's information into the MLS, giving your home exposure to the local real estate agents in Clallam County.

Internet. We will enter your home's listing information on a broad spectrum of websites which include a variety very well-known local and national brands.

E-mail to Top Realtors. We will e-mail your home's information to the top Realtors in our market.

Post Card. I will advertise your home by sending high quality postcards announcing the new listing to 250 local residents.

Counter Display. We will prepare an informational notebook containing most things a buyer will want to know-surveys, utilities, HOA information, pre-inspection information, etc. This information will give the buyer's confidence to write a contract.

Open House. I will hold open houses, with your permission.

Print Advertising. We will advertise your home in local print media, including the "Hot Properties" section of the Peninsula Daily News.

Transaction Management. Our full-time staff will help support me in the management of your transaction. Their contribution will assist in the listing and the closing process and will help insure a successful closing.

Consistent Contact. I'll maintain contact to give you an update on the marketing of your home and answer any questions you may have.

"Customer service is my priority. I pride myself on keeping an open line of communication."

-Lynn Bedford

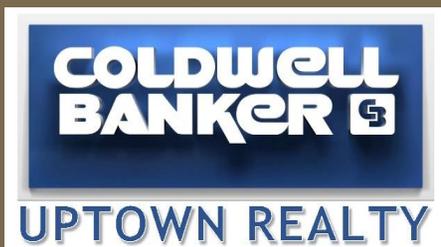
Our Goals Are:

- ▶ To help you get your property *sold*.
- ▶ To help you get where you want to go *on time*.
- ▶ To make the sale process *easier for you*.

Our Promise:

- ▶ We are a team. I will ensure an open line of communication and promptly respond to any questions or concerns you have.
- ▶ I will use uniform, quality marketing materials to showcase your home and maximize exposure to potential buyers.

Lynn Bedford, PhD. | Your Trusted Real Estate Advisor



Coldwell Banker Uptown Realty
1115 E Front St. | Port Angeles, WA 98362

O: 360.417.2806 | C: 360.460.2208
lynnbedford@olypen.com