Amy's Action Plan

Let's Get Started

- My Comparative Market Analysis will target the maximum price a ready, willing and able Buyer will most likely pay for your home. This analysis focuses on the most recent sales in your neighborhood and in similar surrounding neighborhoods.
- I will prepare for you an Estimated Closing Cost Statement so that you understand your equity.
- We don't have a 2nd chance to make a great first impression.
  My Curb to Curb Checklist ensures that your home will show at its very best.
- Professional Staging is very popular today and can make a big difference! Simply having a professional designer rearrange your things can give any home a fresh new look.
- A Seller's Home Warranty plan can save you lots of money! For approximately 75 cents a day , all your home's major systems will be insured.
- Pre-Sale Professional Inspections will help you be aware of future repair costs.
- Exterior charm and curb appeal can increase showings 100%! Many prospective Buyers and their agents drive by and take a peek at the outside before making an appointment. Have a landscaper make sure the home looks sharp.

Ready, Set, Go!

The Listing Contract Has Been Signed

- I will place a FOR SALE sign in the front and sometimes back yard too-wherever most passersby will see it.
- Let's make the home as easy as possible for Agents to show -The Realtor's Lock Box is both secure and can be used most conveniently by the Homeowner-Put it out or Take It In for privacy. A Lock box is not a must! An agent will always call first to make an appointment to see your home.
- We will schedule a Brokers Preview and advertise it on all sites. The Irvine Broker Preview is held every Wednesday from 10:30 am – 1:30 pm. I will entice Realtors to come with something delicious!
- Weekend Open Houses are a great way to introduce your home to perspective Buyers." Looky-Loo" neighbors tell their friends. Open Houses are also an option but many Buyers are out looking over the week-end. I would be!

The Multiple Listing Service or Realtor's MLS

- I will verify that all information available to the Realtor Community is correct
- A professional photographer will photograph your home and we will create a Virtual Tour for all internet sites
- I will write a press release that will be placed in the Irvine World News and the OC Register. Yes Buyers still do read the newspaper!
- My graphics team will create a gorgeous 2 sided color photo flyer for Buyers to take with them after visiting the home

Ready, Set, Go! (continued)

- I will provide copies of your floor plan and tax bill. Buyers love these.
- I will place a full color ad in the Irvine World News with a picture of your home and other homes I may have listed for Sale.
- I will provide Buyers with financial information about current loan programs and direct them to Lenders who can Pre-Approve them for their loan.
- I will follow up with the Realtors who have shown your home for feedback.
- I will discuss your home with other area specialists to gain their input.
- We will review our List price and our competition. I want you to feel in touch and aware of what is happening in the market place.

Negotiating the Offer

I will represent you with knowledge, experience and enthusiasm and with the goal to reach agreement-a win/win for both parties.

Halfway There

The First 7 days

- Choose a reliable Escrow and Title Company most often RE/MAX's Brickstone Escrow and Orange Coast Title
- Verify that the Buyer's deposit check has been delivered to Escrow.
- Prepare all the Seller's disclosures for the Buyer
- Order State Required Environmental Reports
- Review your Title Report to determine any recorded liens, taxes due and any errors that need correction.
- Verify that all Escrow documents are correct and signed by all parties.
- Order the termite inspection
- Consider making any last minute repairs before the Buyer's Inspection.
- Contact your Association to determine their responsibility for exterior maintenance.
- Verify Association Insurance Information and any issues regarding the Association that would be significant, i.e. a proposed special assessment.

Within the First 17 days

- Meet and assist the Lender's Appraiser and provide relevant information-the floor plan, the comps and any upgrading information. Sometimes there is a 2nd Review Appraisal.
- Regularly check with our Escrow Officer and the Selling Agent about any concerns.
- Solve any Buyer's problems or questions.

Halfway There (continued)

- Negotiate repairs requested by the Buyer with the Seller.
- Verify that the Buyer has removed all contigencies on day 17

The Closing

- Verify that all Lender conditions have been satisfied
- Send completed termite report to the Buyer and the Buyer's Lender
- 2 weeks prior to our closing verify the timing of the Buyer's loan documents
- Tie down all loose ends regarding repairs, moving specifics, utility changes, Buyer's last minute requests, Escrow and Title requirements, etc.
- Order the Buyer's Home Warranty Plan
- Prepare for the Buyer's final walk through 5 days prior to closing
- Verify that the association keys have been returned
- Schedule the key and garage door opener delivery (including mailbox and any gates or locked compartments)
- Help you in any way I can with your moving plans
- ***Celebrate!***

When you list with Amy Caves,
you will not be disappointed.

We Never Get a 2nd Chance To Make a First Impression

Your Curb To Curb Check List

- Mow, edge and water the lawn, trim hedges, freshen up the flower beds
- Keep driveway clean and free of parked cars and keep the garage door closed
- Repair or replace loose or damaged roof shingles
- Fill cracks in walkways, walls or steps and keep them free of toys and things that could be a trip hazard
- Make sure that from the street your home looks "picture perfect", i.e. no trash cans in view please
- Window coverings should look good inside and out
- Repair peeling paint or loose caulking on windows and walls
- Take steps to eliminate insects or pests. A Pest Control report can be informative

While agents open the lock box, Buyers have extra time to look around

- Apply a fresh coat of paint to the front door and door frame
- Consider adding pots of flowering plants beside the door or add a pretty wreath
- Groom doorway area, windows, porch light, and glass windows

Let's Step Inside

- Give every room in the house a thorough cleaning and remove all clutter. Hiring a cleaning service can save valuable time
- For a sleeker, more spacious look, remove unnecessary furniture and accessories
- Clear kitchen counters of everything, other than perhaps a few stylish items-ask me about the "cantelope" rule
- Remember: closets will be opened. Keep closets, bookcases and cupboards orderly and neat
- Re-paint soiled or strongly-colored walls; bright, light rooms look bigger; neutral colors help Buyers envision their own personal belongings
- Repair dripping faucets, burned-out light bulbs, or cracked window panes
- Subtle scents of potpourri in bedrooms and baths and the smell of fresh baked cookies in the kitchen make a home feel inviting
- Keep an attractive set of fresh towels in each bathroom to be brought out for showings

This will get us off to a great start!