

THE STEPS WE TAKE TO SELL YOUR PROPERTY

- ◆ Immediately enter your property via computer into the Triangle Multiple Listing Services, which is seen by real estate agents throughout the area. Your property will also be included in the National Association of Realtors' web site: REALTOR.com .
- ◆ Enter the information and/or photographs of your property into our World Wide Web site on the Internet, including a Virtual Tour when appropriate.
- ◆ Place a "For Sale" sign on your property.
- ◆ Immediately contact buyers we are personally aware of who may have interest in your property.
- ◆ Tour your home with Tony Hall & Associates agents.
- ◆ Produce a brochure of your property with a color photo. Copies of this brochure will be placed in your home so prospective buyers are sure to have one as they come in. Also, copies of brochures will be placed in brochure box of the "For Sale" sign.
- ◆ Advertise your property with photograph in *The Chapel Hill Newspaper*. A complete description of your property will run in the newspaper every week until your property sells.
- ◆ Write to your neighbors regarding the placement of your home on the market. Your brochure will be included. (Note letter.)

- ◆ Place brochure on your property in the lobby of the Chamber of Commerce for all newcomers and town citizens to see.
- ◆ Mail your brochure to people who have expressed interest through the Chamber of Commerce in moving to or retiring in Chapel Hill. (Note letter.)
- ◆ Quick follow-up with Realtors who show your property as to client reactions and Realtor suggestions. We communicate this to you frequently by telephone and in writing, as well as reactions of our firm's clients. (Note letter.)
- ◆ Continually update you as to any changes in property prices, changes in the mortgage market, and anything that affects the sale of your property.
- ◆ Represent you at the presentation of all contracts and help negotiate the best possible price and terms for you.
- ◆ Once a contract is completed, we carefully check on inspections, buyer's loan, and all details to see that everything goes as smoothly as possible until closing.
- ◆ At the closing of your property we again see that all details have been attended to and the proceeds are quickly received by you in person or via Federal Express.