

Lead Dog Realty Seller Services

FULL SERVICE/FLAT FEE LISTING PROGRAM

What's Included:

MULTIPLE LISTING SERVICE (MLS)

Your home will be listed in the Carolina MLS system.

LEAD DOG REALTY YARD SIGN

A For Sale sign will be provided. Where the HOA requires a specially made "For Sale Sign" unique to that development, the cost of the sign will be the responsibility of the seller.

ELECTRONIC LOCK BOX

A lock box will be provided to house a key so showing agents can access the home.

INFORMATION BOX

An information box will be provided and placed by the for sale sign. Lead Dog Realty (LDR) will print and provide the first 25 color copies for the box. It is the sellers obligation to make sure the box has information sheets after that.

APPOINTMENT CENTER/SHOWING SERVICE

We have an appointment center that schedules appointments for buyer agents to show your home, as per your specific appointment instructions. You will also be provided a password to the appointment center which will allow you to view all current, past, and present appointments and any agent feedback. Buyer agent feedback is automatically requested by

the appointment center and is posted for your review, if the buyer agent responds to the feedback request.

PLACEMENT ON LEADING INTERNET WEB SITES

Once your listing is activated in the multiple listing service, it is automatically distributed to all internet real estate sites such as realtor.com, trulia.com, homefinder.com, etc. This is a huge benefit of listing your home with a real estate professional as opposed to a for sale by owner. Your home will be seen all around the world.

COMPLETE PHOTOGRAPHIC PRESENTATION

Your home will be photographed and professionally presented as a slide show in MLS and the other internet sites.

COMPARATIVE MARKET ANALYSIS

A Comparative Market Analysis (CMA) is prepared to assist you in establishing a fair market price for your home. We take the appraisers approach and look at homes similar to yours in your area that have sold within the past 6 months.

NET TO SELLER FINANCIAL STATEMENT

A “Net to Seller” financial statement can be provided to you prior to listing your home, or prior to accepting an offer on your property. This will give you an estimate of the proceeds you will receive at close.

COMPLETE REPRESENTATION

We completely represent you during the entire process of selling your home! From negotiations of purchase price after receiving an offer, to repairs, inspections, etc. We do it all to take care of you and make sure that you are protected and fully represented, all the way to the closing.

OPEN HOUSE EVENT

Open House events may be held, but are the responsibility of the seller. If you would like to hold an open house, please notify LDR and we will be happy to post the date and time in the MLS open house section.

LISTING FEE

In lieu of the traditional 3% listing commission, the seller agrees to pay a \$500 Administrative/Marketing Listing Fee at the time the property is listed. At closing, the seller agrees to pay Lead Dog Realty a \$2400 Closing Fee.

As long as there is a listing agreement between Lead Dog Realty and the seller, it is the seller's obligation to pay any licensed real estate agent who represents a buyer purchasing the seller's home. This fee is an agreed upon commission based on sales price as stated in the property's listing in the Multiple Listing Service.