

# Pre-Listing Information Package for Home Sellers

Silvia Ruch  
Realtor® ABR® SRS  
Real Estate Consultant  
LoKation Real Estate  
954-294-6615  
561-794-3376  
Hablo Español





Thank you for taking the time to review this package. We have sent you these materials in advance of our meeting so that you will know a little more about our team, our services, and how they will benefit you.

At this point, we don't know all of your particular needs and objectives, nor do we know your financial and family situation entirely. We do know that selling a home can be an extremely emotional and stressful time, or a very exciting one. Our job is to provide you with enough solid information so you can make an honest, informed decision based upon facts not hype.

As you look through this package, use the forms at the back to note any questions that you have for us so that we will not forget to address them at our meeting.

We are preparing a complete presentation and market analysis for our meeting. We will cover many important items that other agents may not even know, such as:

- The proven 182 Step Home Selling System
- Questions You Should Ask ANY Realtor
- Our Exclusive Marketing System
- Frequently Asked Questions and Much More...

Selling your home is a complicated task, so it is crucial to have every possible advantage you can. We look forward to working with you. Please let us know if you have any questions at any time during the process of your real estate transaction.

*Silvia Ruch*

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## Silvia Ruch 182-Steps Action Plan

1. Pre-qualify all potential buyers
2. Prepare a comprehensive market analysis
3. Recommend pricing strategy
4. Provide staging recommendations
5. Coordinate professional photography
6. Create compelling listing descriptions
7. Enter listing into MLS system
8. Syndicate listing to major real estate platforms
9. Install professional yard signage
10. Create feature sheets and brochures
11. Launch online marketing campaigns
12. Promote property on social media platforms
13. Notify database of potential buyers
14. Coordinate broker open house
15. Schedule public 1 hour open houses
16. Follow up with all showing agents
17. Gather and report buyer feedback
18. Adjust marketing strategy as needed
19. Review market activity regularly
20. Communicate weekly updates to seller
21. Negotiate offers to maximize the seller's profit



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## Silvia Ruch 182-Steps Action Plan

22. Review contract terms
23. Coordinate inspections
24. Assist with appraisal process
25. Handle contingencies
26. Communicate with all parties
27. Ensure timelines are met
28. Prepare closing documents
29. Coordinate closing logistics
30. Deliver a successful closing
31. Review buyer qualifications
32. Maintain the showing schedule
33. Update listing status regularly
34. Provide seller feedback reports
35. Optimize online listing performance
36. Adjust pricing strategy if needed
37. Enhance property presentation
38. Re-market to new buyer segments
39. Promote through email campaigns
40. Follow up with agents after showings
41. Prospect for additional buyers
42. Contact neighborhood prospects
43. Promote via direct mail campaigns
44. Utilize online advertising tools
45. Feature property on website
46. Update MLS with new information

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## Silvia Ruch 182-Steps Action Plan

47. Highlight unique property features
48. Monitor days on market
49. Evaluate competing listings
50. Recommend strategic adjustments
51. Pre-screen offers
52. Analyze offer strengths
53. Present offers to the seller
54. Negotiate price and terms
55. Secure the strongest contract
56. Manage escrow process
57. Coordinate with the title company
58. Track deadlines and contingencies
59. Ensure compliance with contract terms
60. Keep the seller updated at all times
61. Schedule home inspections
62. Review inspection reports
63. Negotiate repairs if needed
64. Coordinate contractors if necessary
65. Monitor buyer financing progress
66. Communicate with the lender
67. Ensure appraisal is completed
68. Address appraisal issues
69. Maintain transaction timeline
70. Prepare for closing

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## Silvia Ruch 182-Steps Action Plan

71. Confirm closing details
72. Review final settlement statement
73. Ensure all documents are signed
74. Coordinate final walkthrough
75. Resolve last-minute issues
76. Confirm funds transfer
77. Attend closing if needed
78. Deliver keys to buyer
79. Complete transaction file
80. Follow up after closing
81. Request client feedback
82. Provide post-sale support
83. Maintain client relationship
84. Add client to referral network
85. Send thank-you communication
86. Offer ongoing real estate support
87. Provide market updates
88. Stay in contact long-term
89. Assist with future transactions
90. Build lifelong client relationships
91. Optimize SEO for listing
92. Use targeted digital ads
93. Run retargeting campaigns
94. Promote on Instagram & Facebook
95. Utilize video marketing

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## Silvia Ruch 182-Steps Action Plan

96. Create virtual tours
97. Share listing with investor network
98. Promote to relocation buyers
99. Leverage agent network
100. Maximize online exposure
101. Highlight property in newsletters
102. Feature in email blasts
103. Use database segmentation
104. Target qualified buyers
105. Track engagement metrics
106. Improve campaign performance
107. Refresh listing visuals
108. Update property description
109. Increase urgency in messaging
110. Drive more showings
111. Re-evaluate pricing strategy
112. Analyze buyer feedback
113. Improve staging if needed
114. Reposition property in the market
115. Launch new campaigns
116. Expand marketing channels
117. Increase listing visibility
118. Strengthen value proposition
119. Enhance negotiation strategy
120. Push toward offer generation

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## Silvia Ruch 182-Steps Action Plan

121. Handle multiple offers
122. Create bidding competition
123. Maximize the sale price
124. Strengthen contract terms
125. Protect seller interests
126. Manage legal documentation
127. Ensure compliance
128. Coordinate all parties
129. Maintain transaction flow
130. Avoid delays
131. Communicate daily if needed
132. Provide consistent updates
133. Solve problems proactively
134. Anticipate challenges
135. Guide seller decisions
136. Provide expert advice
137. Reduce seller stress
138. Maintain transparency
139. Deliver high-level service
140. Ensure a smooth experience
141. Confirm buyer commitment
142. Track financing milestones
143. Handle contingencies efficiently
144. Coordinate closing timeline
145. Prepare the seller for closing

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## Silvia Ruch 182-Steps Action Plan

146. Review final details
147. Ensure accuracy of documents
148. Finalize transaction logistics
149. Confirm closing appointment
150. Complete deal successfully
151. Deliver exceptional results
152. Ensure client satisfaction
153. Build long-term trust
154. Generate referrals
155. Maintain professional standards
156. Improve systems continuously
157. Stay updated on market trends
158. Adapt strategies as needed
159. Deliver consistent performance
160. Exceed expectations
161. Provide concierge-level service
162. Offer vendor recommendations
163. Assist with moving resources
164. Provide staging support
165. Offer pre-listing guidance
166. Deliver market insights
167. Help with property preparation
168. Optimize listing launch timing
169. Ensure strong first impression
170. Maximize initial exposure

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## Silvia Ruch 182-Steps Action Plan

171. Drive early buyer interest
172. Create urgency in the market
173. Position home competitively
174. Maintain marketing momentum
175. Monitor results daily
176. Adjust quickly when needed
177. Stay proactive at all times
178. Focus on results
179. Deliver on promises
180. Close efficiently
181. Celebrate a successful sale
182. Maintain client relationships long-term

# **ALL AGENTS ARE NOT EQUAL**

## **All Agents Are NOT Equal!**

Professors have Doctorates,  
Physicians have Medical Degrees,  
REALTORS have DESIGNATIONS!

**How can you tell if your real estate agent has  
the knowledge and experience you need?**  
**Ask about their Designations!**

Designations mean your agent has invested their time and money to attend courses, take and pass difficult exams, and achieve specified levels of professional achievement to earn each Designation.

This means a professional with advanced degrees will help you protect your biggest asset.

The Silvia Ruch Team's designations include SRS (Seller Representative Specialists), ABR (Accredited Buyers Representatives), and Proctor coaching marketing system



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## SUGGESTED QUESTIONS TO ASK

### Your Listing Agent

- Do you work as a full-time Realtor?
- How many potential buyers and sellers do you talk to within a week?
- In what ways will you encourage other Realtors to show and sell my home?
- What price do you recommend for my home, and what is it based on?
- What kind of advertising do you do?
- How do you attract buyers from outside the local area?
- Will you prepare an informative feature sheet for my property?
- Where and how will the feature sheets be distributed, and to whom?
- Do you have a system to follow up with other agents and brokers so that we get valuable feedback after every showing?
- How often, and in what way, will I be kept informed?

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## SUGGESTED QUESTIONS TO ASK

### Your Listing Agent

- Do you have a team to help with the details, or are you a one-man/woman operation?
- Do you have a way to market my home through the Internet or Virtual Tours?
- Do you have an 800# Hotline so that my home is marketed 24 hours a day, 7 days a week?
- Do you have references that I may call?
- Are you creating bidding competition



SilviaRuch Team

## MISSION STATEMENT

It is the mission of Silvia Ruch Team and its associates to provide the highest-quality, innovative, and exceptional real estate services available in your market and surrounding areas.

Our clients' needs always come first. We will strive to always provide value far in excess of our clients' expectations. Our goal is mutual respect and long-term relationships that benefit all parties.

Our operation is a great place to work and do business. We are positive, helpful, and enthusiastic at all times – always focusing on solutions, not challenges. We take care of business first and foremost, but have fun and enjoy ourselves in the process.

We run a clean, organized, and efficient operation. We always adhere to the highest standards of integrity and ethical business practices.

We constantly strive to develop and implement new ideas and strategies that benefit our clients. We seek continuing education in all aspects of our business to increase the level of service we offer our clients.

### Core Values

- Honesty & Integrity at all times and in all situations
- Continually improve our services to exceed our clients' expectations
- Create and nurture a fun, exciting, creative, and productive work environment

# **PRICE is the #1 most important factor in the sale of your home.**

The consequences of making the wrong decision are painful. If you price your home too low, you will literally give away thousands of dollars that could have been in your pocket.

If you price it too high, your home may sit unsold for months and develop a reputation as a problem property (people may assume there is something wrong with it).

Failure to understand market conditions and properly price your home can cost you thousands of dollars and keep your home from selling... fouling up all your plans.

Setting the proper asking price for your home is the single biggest factor that will determine the success or failure of your home sale.

## **We WON'T Let This Happen To You!**

Utilizing the latest computer technology and our in-depth market knowledge, we will analyze current market conditions in combination with your personal time requirements to identify the appropriate price range for your home.

**You Can't Afford Any "Guesswork" In This Critical Step!**

## BENEFITS OF

# Proper Pricing

**FASTER SALE:** The proper price gets a faster sale, which means you save on mortgage payments, real estate taxes, insurance, and other carrying costs.

**LESS INCONVENIENCE:** As you may know, it takes a lot of time and effort to prepare your home for showings, keep the property clean, make arrangements for children and pets, and generally alter your lifestyle. Proper pricing shortens market time.

**INCREASED SALESPERSON RESPONSE:** When salespeople are excited about a property and its price, they make special effort to contact all their potential buyers and show the property whenever possible.

**EXPOSURE TO MORE PROSPECTS:** Pricing at market value will open your home up to more people who can afford it.

**BETTER RESPONSE FROM ADVERTISING:** Buyer inquiry calls are more readily converted into showing appointments when the price is not a deterrent.

**HIGHER OFFERS:** When a property is priced right, buyers are much less likely to make a low offer, for fear of losing out on a great value.

**MORE MONEY TO SELLERS:** When a property is priced right, the excitement of the market produces a higher sales price in less time. You NET more due to the higher sales price and lower carrying costs.

## DRAWBACKS OF

# Over Pricing

**REDUCES ACTIVITY:** Agents won't show the property if they feel it is priced too high.

**LOWER ADVERTISING RESPONSE:** Buyer excitement will be with other properties that offer better value.

**LOSS OF INTERESTED BUYERS:** The property will seem inferior in amenities to other properties in the same price range that are correctly priced.

**ATTRACTS THE WRONG PROSPECTS:** Serious buyers will feel that they should be getting more for their money.

**HELPS THE COMPETITION:** The high price makes the other homes look like a good deal.

**ELIMINATES OFFERS:** Because a fair-priced offer is lower than the asking price and may insult the seller, many buyers will simply move on to another property.

**CAUSES APPRAISAL PROBLEMS:** Appraisers must base their value on what comparable properties have sold for.

**LOWER NET PROCEEDS:** Most of the time, an overpriced property will eventually end up selling for less than if it had been properly priced to begin with, not to mention the extra carrying costs.

## PRICING GUIDELINES

1. What you paid for your property does not affect its value.
2. The amount of money you need to get out of the sale of your property does not affect its value.
3. What you think it should be worth has no effect on value.
4. What another real estate agent says your property is worth does not affect its value.
5. An appraisal does not always indicate what your property is worth on the open market.
6. The value of your property is determined by what a ready, willing, and able buyer will pay for it in the open market, which will be based upon the value of other recent closed sales — buyers determine value!

**DO NOT** automatically list with the agent who gives you the highest price.



# 5 Essential Ingredients to Selling Your Home

In today's market, buyers are increasingly savvy. Many sellers are "testing the market", resulting in a high number of listings. This means the competition is stiff!

Working together, we can make sure your home gets the attention it needs to stand out from the pack.

Your job is to make your home bright, shiny, and clean, as close to a "model" home as possible. Our job, as your real estate team, is to "tell the world" and work to gain maximum market exposure.

Let's go through these essential ingredients to selling your home fast and for top dollar.



There are five essential ingredients that comprise the formula for a **SUCCESSFUL SALE** of your home.

### **1 CONDITION**

The pricing of your home must accurately reflect its condition. The general upkeep and presentation of your home are critical to achieving the highest value. Nature of the roof, plumbing, carpets, and paint all relate to condition. Basic rule: If we can smell it... we can't sell it!

### **2 LOCATION**

The pricing of your home must reflect its location. The better the location, the higher the acceptable price. School districts, high or low traffic, and highway accessibility all need to be considered in determining the value of your home's location. We cannot control the location.

### **3 MARKET**

Recession, inflation, interest rates, mortgage availability, competition, and the public's perception of the general economy all make up the market. It may be a buyer's market or a seller's market. The price of your home must reflect the current market conditions, because we cannot influence the market. We can, however, take advantage of the market.

### **4 TERMS**

The more financing terms and options you accept, the more potential buyers there will be for your property. The pricing of your home must reflect the terms available. The easier the terms, the more valuable your property becomes. (And this is where our team of professional Affiliates really shines by offering a broad, full-spectrum of mortgage products and options to both you and all potential buyers!)

### **5 PRICE**

PRICE is the #1 most important factor in the sale of your home.

# RESPONSE ADVERTISING AND 24-HOUR MARKETING

Unlike most agents that run “image” advertisements that focus on themselves and how great they are, our team utilizes Response-Generating Marketing that focuses on potential buyers and what they really want.

These ads are much different than those that most agents run. A very high number of prospects call because of these non-threatening, emotion-triggering ads!

These strategies, combined with the cutting-edge technology of our 24-hour Automated Marketing System, provide us a steady stream of qualified buyers.

This incredible system allows callers to receive detailed information about your home

The system also allows us to track exactly how many calls are received on every house and from each ad — it even captures the caller’s phone number and most names and addresses.



# INTERNET EXPOSURE WITH PROFESSIONAL PHOTOGRAPHY

In keeping pace with innovation and advancements in computer technology, we now will place your home on our Internet site along with numerous other Real Estate websites!

We are constantly looking for ways to give our clients advantages over competitors in the marketplace that go beyond the traditional methods of marketing and promotion.

Full-color pictures and a detailed description of your home will be created, with targeted areas highlighted. These amazing digital photo montages will be available to well over a thousand people worldwide — anyone with internet access on their computer or mobile device!



# THE HOME HUNTER SYSTEM

The Silvia Ruch Homeselling Team has a unique, proprietary system to attract buyers and ensure that each buyer will be properly assisted in finding the home that they are searching for.

Our team has a system that focuses specifically on assisting the large inventory of buyers that our innovative marketing strategies produce.

Each buyer is interviewed to determine the features and specifications that they are looking for in a home. That data is then entered into a computer system that will list the homes that match the buyer's criteria.

Buyers are given the features and benefits of those homes that meet their criteria, and will be assisted through each step of the process.

We focus all our efforts on finding a buyer for your home, unlike traditional agents who passively wait for a buyer to come along.

**WE VERY WELL MAY ALREADY HAVE  
A BUYER FOR YOUR HOME!**



# CONTRACT & NEGOTIATIONS

When an offer is presented on your home, you have three basic choices in deciding how to respond

- 1 **Accept the offer**
- 2 **Reject the offer**
- 3 **Make a counteroffer.**



Together, we will thoroughly analyze the offer and discuss its strengths and weaknesses. After reviewing the entire contract, we will provide our recommendation, and you will decide how to respond.

This is where a competent agent can be worth their weight in gold, because having the right wording or contingency clause in the contract can mean the difference between a smooth transaction and a messy court battle.

Being intimately familiar with real estate contracts, we know how to protect

# CONTRACT & NEGOTIATIONS

## CLOSING

There is only one way to know what can go wrong in a real estate transaction... Experience!

We do not claim to know everything, since each day we learn something new in this ever-changing industry. However, we do have a vast knowledge base here within our company. Other companies may also have a large collective knowledge base. The biggest difference is that here we share that knowledge with each other.

We are constantly sharing experiences and solutions to make each individual, and therefore the entire team, stronger and better able to manage each transaction.

Our dedicated closing department ensures that your transaction is getting the attention it needs!

## COMMON REAL ESTATE MYTHS... SOLVED!

MYTH: "Silvia Ruch Team sells a lot of real estate. Perhaps they are too busy to pay attention to my listing."

TRUTH: Just as great restaurants are always busy and superior doctors have a heavy patient load, Silvia Ruch Team's success in marketing and selling homes has resulted in a busy schedule. But like good restaurants and doctors, we have assembled a team of top-notch people to assist with all of the details. The result is outstanding customer service and support.

MYTH: "A discount broker can do just as well and save me money."

TRUTH: Successfully marketing a property in our competitive marketplace takes skill and resources. All of the promotional costs such as photos, brochures, printing, signs, advertisements, MLS fees, direct mail, etc. are paid for by Silvia Ruch. How will a discount broker offer such a complete marketing campaign? Does the discount broker have a team to personally tend to your specific needs?

Do they have the expertise to guide you through the problems that often develop during the closing process?

Remember that you only actually pay a brokerage fee if and when your property sells. Many sellers have found that their commission with a discount broker was actually higher, because their property never sold! It is interesting to note that a discount broker does not have a dominant market share in any major city in the country.

## COMMON REAL ESTATE MYTHS... SOLVED!

MYTH: "I should select the agent that suggests the highest list price."

TRUTH: This is the oldest scam in real estate sales: Tell the seller what they want to hear, compliment the home, and agree to list it at an unrealistically high price to get the listing. Then, after you have the listing for a few weeks, start telling the seller that they need to reduce the price. We don't play any games. We provide a well researched computerized market analysis to determine the true realistic price that your home will bear in today's marketplace. The decisions of which agent to list with, and what price to ask, are two completely separate decisions.

Never select an Agent based on the price they suggest, rather, select your agent based on their CREDENTIALS and MARKETING PLAN, and then decide on price together!

MYTH: "Property condition is not that important to buyers."

TRUTH: WRONG! A property in superior condition will sell faster and for a higher price than one in average condition. Buyers purchase properties that are most appealing, in great condition, and have a reasonable asking price. Sellers that invest in necessary repairs and keep their home clean and fresh always reap the rewards!

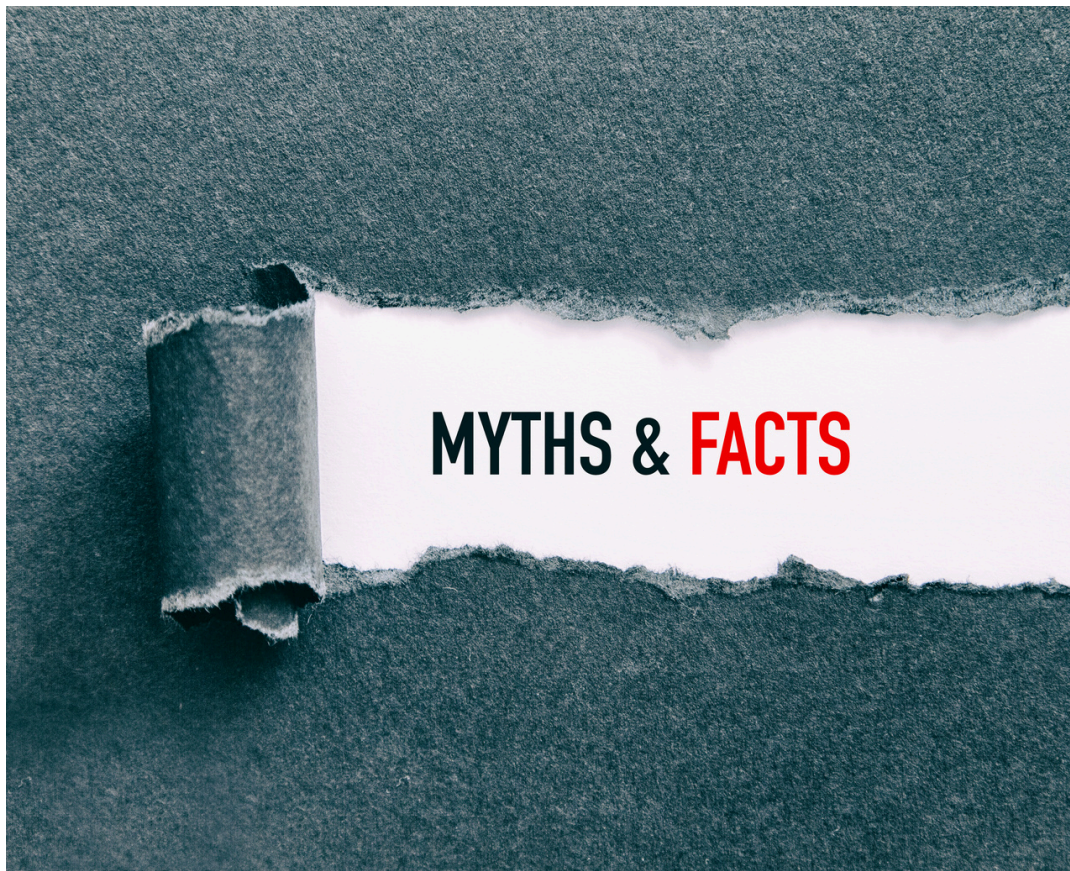
MYTH: "Empty homes are harder to sell than occupied homes."

TRUTH: Vacant homes often sell faster for several reasons but again, it all depends on condition. A vacant home that is clean, in good repair, and priced fairly, will sometimes sell faster because the rooms will appear larger without furniture and clutter, buyers can easily visualize their furnishings in the home, and most agents prefer to show vacant homes because they can go anytime without worrying about making appointments, etc.

## COMMON REAL ESTATE MYTHS... SOLVED!

MYTH: "Pricing a home for sale is a mysterious process."

TRUTH: Your home will sell for what the market will bear. To determine the range of value for your home, it takes a solid knowledge of the market, and because every home is unique, your home will sell near the high or low end of the range, depending on its specific attributes like location and condition. We utilize a computer database along with years of experience to help you decide to set the price. It is not simple, but it isn't mysterious either.



# THINKING ABOUT SELLING?

**When you work with us, we want to act in YOUR best interests. We are eager to have you share your concerns and expectations about the sale of your home. Please take a moment to complete the survey below...**

Please rate each item from 1 to 5, where 1 = Not Concerned and 5 = Very Concerned.

1. What are you most concerned about?
2. Advertising?
3. Showing Procedures?
4. Multiple Listing Service?
5. Pricing?
6. Closing Costs?
7. Commissions?
8. Security?
9. Buyer Qualifications?
10. Marketability?
11. Financing?
12. Negotiations?
13. Communications?

## QUESTIONS

Selling your home is a complex process, and it's only natural to have questions and concerns. Please don't hesitate to ask any questions that you may have.

When it comes to selling your home, there is no such thing as a dumb question!

Please note any questions you have, so that we can address them during our meeting:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## ABOUT YOUR HOME...

When you purchased this home, you did so for very specific reasons. Reasons that might sell it as well.

If someone were looking at your home, what specific things would you want to point out?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

NOTES:

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**HOME FOR SALE**

**SILVIA RUCH TEAM**

**561-794-3376**



**Call or Text Today**

