

Century 21 Teran Presents....Choices for Sellers!!

Catch the latest wave* with Century 21 Teran's Solutions for Sellers and pay only for the level of service you really need to sell your home.



* At a recent Broker's Convention in California, it was clear that 'unbundled services' was the rapidly-advancing paradigm for real estate. We could not help but notice how great this could be for the Hudson Valleys' hot market and its savvy homeowners. We are pleased to be the first Broker in our area to offer you the wide range of services expertly provided by our Realtors and customized to your needs in order to sell your home.

~You Do ALL ~

Every seller knows this option, this is where you, the seller do it all, with no Realtor assistance - a For Sale By Owner (FSBO), or, in common parlance a "fiz-bo." Clearly there is no inherent cost associated with using a real estate agent, as you are on your own! If you are always available, always amenable, and always up for strange callers (to name a few of the more demanding requirements), this might be great for you. Even so, did you know FSBO's:

- ☹ Are not likely to have an advertising and marketing budget that can compete for the audience reached by Century 21's best performing marketing tool, the Multiple Listing Service (MLS), a \$12,000+ per year expense, and another \$4,000+ for Realtor.com paid by Century 21 Realty.
- ☹ Can be subject to serious fines and liability issues if legally-mandated forms and selling procedures are not adhered to.

~ You Do Some ~

This is where options offered currently only from Century 21 TERAN REALTY come in to play. Say you think you *can* do ALL, but recognize the FSBO disadvantages listed above. For 1% of the LISTING PRICE of your fine home, we offer you the following benefits we are confident will sell your property faster, and for higher net, than you could realize as a FSBO:

- ▶ Your LISTING on Ulster County MLS - with over 500+ Realtor members. This is the single best way to MARKET your property, locally and globally, as your listing will also be on the brand-name website Realtor.com, and will be accessible to internet buyers via the "IDX" system (non-realtor access to MLS). If you want a Century 21 TERAN yard sign, we'll place it!
- ▶ WE TAKE CALLS! Potential buyers call our fully-staffed office and, 7 days a week during normal business hours, an experienced Realtor will personally take the call and provide the detailed property information. Calls during non-business hours will be placed in a voicemail system accessible to our agents 24 hours a day, from anywhere! PLUS, we'll keep a record of all inquiries to provide you with feedback on your listing.
- ▶ WE PROVIDE you with all of the legally-mandated FORMS / INFORMATION.
- ▶ CUSTOMIZED OPTIONS. We have a whole host of a la carte options, including presence on our highly effective website, www.TeranRealty.com See our Listing Services Schedule for the full menu of options. Ask your Teran Agent for more details.

The catch? This relatively minimal 1% payment is made UPON SIGNING the Limited Listing agreement. *(If this is not for you see the reverse side).*

NOTE: The percentages listed herein are for the listing and marketing services we provide, paying for a buyer's agent is optional, not a necessary fee.

There are still more options.....

~ We do ALL ~

If you think of yourself - in the least bit- as... (and be honest now), busy, distracted, under-qualified, overwhelmed or {insert your less than enthusiastic adjective here}...by the prospect of selling your home yourself, you probably would be happiest with the "We do ALL" level of service. You need just relax and concentrate on your post-sale plans while we do the busy work to sell your home.

For **3%** of the SELLING PRICE of your fine home, not payable UNTIL THE TIME OF SALE, we will:

- ✓ Provide ADVISEMENT SERVICES, including Consultation with Principal Broker, Market Value Analysis, Marketing Strategy and 'Staging' Advice to help your home show best. Then, we'll take all the right digital photos and edit them as needed to showcase your home's greatest features.
 - ✓ MARKET your property, locally and globally, with a presence on Ulster County's MLS, our award-winning website www.TeranRealty.com, and on the brand-name websites of Realtor.com and Century21.com. We print flyers/brochures and advertise in the Woodstock Times. We will handle Open Houses and Broker's Caravans. And of course, if you want a Century 21 TERAN yard sign, you got it!
 - ✓ TAKE CALLS! But unlike our 1% option, we schedule the appointments, keep a record of all showings, and can be present for showings or when otherwise needed.
 - ✓ FACILITATE all aspects of the transaction and all negotiations, from OFFER to CLOSING. We make sure buyers are QUALIFIED (so they don't waste your time), handle all correspondence within our purview, and will keep all information pertaining to your listing in our impeccable files.
 - ✓ BE at your service, at all times! ALL Century 21 Teran Agents are attentive to email, along with home, office and cell phone voicemail systems.
-

~ We do ALL (For Less)~

What if you want all the service without all of the price? We offer ALL of the great services outlined above for **2%** of the LISTING PRICE, provided that it is paid UPON SIGNING of Exclusive Right To Sell Listing agreement. Should you sell your home for more than we list it for, you buy us the wine!

~ We ALSO do OPTIONS that YOU Want ~

For our 2% and 3% clients, we already provide the full-range of services we consider to be most effective. To that end, options for you include advertising in a major print source, like the New York Times. For our 1% clients, we offer a whole variety of optional services at an individual cost available in detail exclusively from your Century 21 Teran agent.

NOTE: The percentages listed herein are for the listing and marketing services we provide, paying for a buyer's agent is optional, not a necessary fee.

