The Lynne Gewant Group Seller Acknowledgement

1. Price

After 30 years in the business and THOUSANDS of properties sold, we know that our marketing works. When we put your property on the market, the only thing we will be testing is the price. We will know within the first two weeks, based upon the number of showings and feedback, how the market is responding

2. Price Adjustments

When a property is priced right for the market, you will usually have 3 to 5 showings per week, buyers will be coming back for second and third showings, the feedback from the agents and buyers is positive, and we will either have offers, or there will be talk of offers. If this is not happening, we will have enough input after the first two weeks to know what the price the market will bring for the property, and you will want to make a price adjustment at this point.

3. Marketing

At the Lynne Gewant Team, we use proactive and aggressive marketing strategies to find a buyer for your property. We have an annual marketing budget of nearly a quarter of a million dollars ($250,000.00) to give your property maximum exposure both online and offline. We are not only marketing to the public, we are also marketing to other real estate agents in our area. We cannot guarantee that we will represent the Buyer, however, a buyer represented by another agent will know about your property as a result of our marketing efforts.

4. Broker Open Houses

One of the benefits of modern technology is our ability to instantly expose your property to all of the agents in our area through the online Multiple Listing System. As a result, broker open houses are no longer an essential or necessary tool for exposing your property to the local real estate agents. However, we will discuss this further with you to see if this may be an additional resource for us.

5. Showing Procedures

The properties that sell, are the ones that are the easiest for agents to show. The industry standard is for agents to contact our office with a day and time to show the property. Our office will then contact you to confirm the appointment, which they'll be able to access via electronic lockbox. A property can never be too light or too bright, so we recommend that you turn on all the lights and open all the blinds. We recommend that you leave the property during the showings, however, if you aren't able to, we ask that you give the agent and the buyer "space" to look at your property undisturbed.

6. First Offer

The longer that a property sits on the market, the less it will sell for, as it becomes "stale." Therefore, the first offer received is often the best offer, as this is the buyer who has been waiting for a property like yours to come to the market. We always recommend that you do everything possible to come to an agreement with this buyer.

7. Team Concept

The Lynne Gewant Group is a team of highly skilled people working together to get your property sold. As your listings specialists, we will always be available, and will be updating you throughout the sale process with a minimum of weekly contacts.