

Smith Homes Team Newsletter

June , 2020 Lafayette, California



What is a Full-Service Realtor?

Many home sellers are looking for ways to make more from the sale of their home. Houses represent one of the largest purchases in our lives, and it's only natural for them to make all that they put in back. Some homeowners do this by renovating and others look to cut the costs of their Realtor. When choosing which Realtor to use, you may hear the terms *discount realtor* and *full-service realtor* and wonder, "what is the full service realtor"?

A full-service realtor does everything from listing your house on the MLS to marketing your house and completing negotiations. They offer a whole package of services. Here's what a full-service realtor can do for you:

List Your Home

It may seem simple to stick your home on the Internet with a price and put sign up in the yard. A full-service realtor will look at similar homes in your area that are listed or have sold to compare to your home and from that determine the likely market value of your home. The process is known as a Comparative Market Analysis (CMA).

Photography

Typically, Realtors engage a professional photographer to do this. The full-service agent and photographer know exactly what to feature in the images to attract buyers. Some full-service Realtors hire a Stager to stage your home. Staging can make a good home a perfect one and gain more attractive offers. Staging takes place before photography.

Listing on the MLS

Once a price has been determined and photos taken, the Realtor will list your home on the MLS.

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The "listing" will include such information as location and proximity to local amenities, type of neighborhood, school districts and feature that make the house stand out. Once listed on the MLS, your home will be viewable on sites like Zillow, Redfin and Realtor.com.

Schedules Open Houses and Walk-throughs

Your Realtor will manage showings. Coronavirus fears have eliminated open house showings in our county. Realtors may rely upon a variety of optional marketing techniques, including virtual tours and open houses, single property websites and Instagram postings. A full-service Realtor should have all facts about a listed house and be able to provide detailed information about the house and its features.

Provides Expert Advice

Should you remodel your kitchen or paint walls and replace flooring? Your Realtor will be able to guide you to make such decisions. Likewise, your Realtor should guide your responses to repairs or improvements demanded by a buyer. Beyond questions about the house, your Realtor will help you understand the many contractual forms you will need to complete.



Representing Seller

**2085 Essenay Avenue
Walnut Creek
\$1,039,000 (Pending)**

1,615 square feet
3 Bedrooms/2 Baths
Pool, spa, solar energy system
www.2085essenay.com

<https://www.facebook.com/davidgeorgesmith/videos/10159956991052995/>

Negotiates the Sale

The full-service Realtor will guide negotiation of the terms of the sale and provide advice on the quality of the deal. You and your Realtor need to be on the same page as respects your desires and the opportunities to fulfill them.

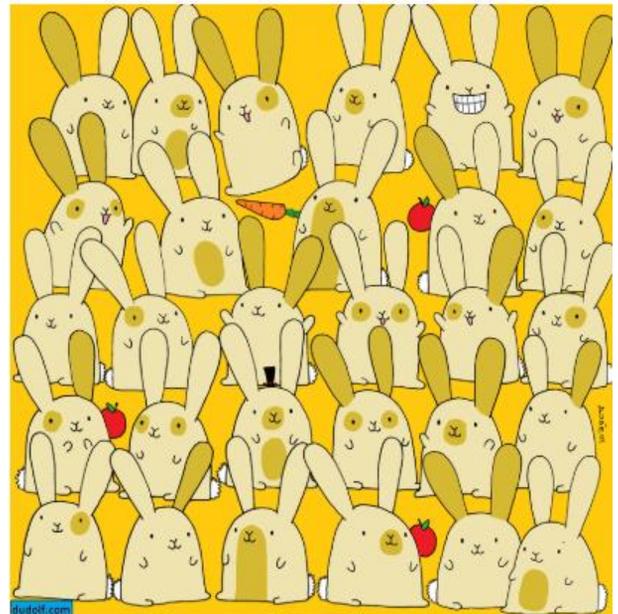
Those are the *basics*. Jane and I not only do these things, but we do much more. We're *Ultra Full-Service Realtors*:

- Pull weeds, trim bushes, water, put mulch down;
- Pack household goods;
- Stage your home to look its best;
- Produce videos to create virtual walk-throughs and virtual open house events;
- Create a website dedicated to the property;
- Draft promotional scripts and descriptions;
- Perform on promotional videos on Facebook Live, Instagram and video tours;
- Housecleaning;
- Manage construction activity;
- Hauling and waste disposal;
- Swimming pool cleaning;
- Research property specific issues;

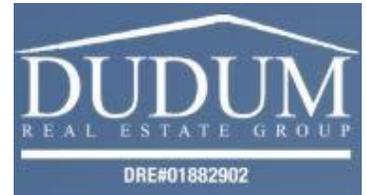
...and more! In a few words...whatever it takes to make our clients happy!



June is **National Dairy Month**
June 5 is **World Environment Day**
June 14 is **Flag Day**
Father's Day falls on Sunday, June 16
Summer Solstice is June 20



Each of these bunnies has a twin, except one.
Can you find it?



We are never too busy for your referrals! Thank you for referring us to your family, friends and neighbors. We're grateful for the opportunity to be of service!