



Our Pledge to Home Sellers



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Before You Sign Anything

- Provide confidential neighborhood market analysis and answer questions about current home market activity.
- Recommend “quick fixes” that will help persuade potential buyers.
- Review home staging strategies to stress home’s best qualities, get top offers.
- Prepare an in-depth marketing plan.

Within 24 Hours of Listing

- Take up to 20 digital photographs for the Multiple Listing Service, flyers and advertising.
- Post listing and photos on the Multiple Listing Service, available to 22,000 Realtors as well as online shoppers.

As Soon As Possible

- Install computer-monitored “LOCK” Box, with your permission, so real estate agents can show your house to buyers in your absence.
- Place “For Sale” sign in your yard, also with your permission.
- Schedule Open Houses for prospective buyers, including a Neighbors Preview.
- Schedule an office caravan or a Realtor Open House so Tarbell, Realtors associates can preview the property for clients looking for homes in the area.
- Prepare a calendar of marketing events scheduled during the coming month.
- Design a custom property brochure for prospective buyers.

- Create a unique website with multiple pictures and description of your property.
- Place flyers about the house on the “for sale” sign so buyers attracted by the sign can see the property details.
- Submit the listing to the Tarbell ad department for the full-page weekend ads.
- Distribute listing flyers to the nearly 100 Tarbell sales associates I work with daily, send “Just Listed” notices to local Realtors, and post the listing on dozens of online websites used by home shoppers.
- Alert neighbors who may know someone interested in buying a home in the area.
- Follow up on showings and cards left by agents previewing the home.

Always

- Be diligent and honest in advising you and in representing your interests.
- Prepare all documents accurately.
- Protect your identification information.
- Present to you all offers and help you obtain the best price.
- Advise you on the progress of closing procedures, meet with home inspectors, appraisers and termite inspectors.
- Keep you informed every step of the way. Give you copies of everything printed or published about the sale of your home.
- Call or meet with you at least once a week to review our marketing strategy.

Signed _____ Date _____

Received by _____ Date _____



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