

SELLERS

RE/MAX FIRST

leanne
toth

REAL ESTATE

- Building relationships
- Explaining the process
- Ensuring excellent communication
- Creating a positive experience



Welcome Note

Thank you so much for allowing me the opportunity to meet with you to discuss the purchasing of your new home. Undoubtedly, it is a big decision you are making by deciding to take the next step and buy a house with a professional real estate agent.

My goal is to help buyers understand the process of purchasing a home, educate them on things to look for and understanding their wants and needs, and help meet their goals and have a positive home buying experience.

Communication and a positive attitude are key to achieving these goals. I make sure that I am sharing homes with you regularly that fit your wants and needs. I follow up with realtors to ensure we know information about the homes you are interested in and keep documentation updated regarding your likes and dislikes of properties viewed so you have information available to help with your decision making.

Working hard for all my clients is something I pride myself with. I am serious about your home buying experience. I am also serious about turning our working relationship into a friendship. Ultimately, I want to be your Realtor for life.

Thank you for giving me the opportunity to work for you.

Leanne Toth



About Leanne

Leanne Toth and her family moved to Oklahoma in 2005 after relocating for her husband's job. Leanne spent over twenty years growing a career at IBM, including positions in HR, customer service, and project management. While working at IBM, she developed many skills such as project development, organizational skills, problem solving, mitigation planning, and negotiating that helped her successfully transition into the real estate industry.

In 2017, Leanne has obtained certifications as an Accredited Buyers Representative and Seller Representative Specialist, she uses these skills and her experience to consistently provided exceptional service to buyers and sellers. The relationships she makes continually reminds her why she loves her job. Her favorite part of her job is helping clients through the difficult and life changing process of buying or selling a home.

Real estate is way more than a transaction, it is more than finding a home, it is about relationship building. Clients say that working with Leanne is a warm experience where they feel supported through the entire process. She provides an organized process and thorough communication from start to finish. It is her honor to go above and beyond for her clients.

When she is not working, Leanne loves spending time with her husband, cheering on her kids, and being involved in her community.

Listing Tasks

Before your home is on the market

- Fill out pre-listing packet and disclosures
- Listing consultation to decide on a competitive price fill out paperwork Complete plan of action
- Prepare your home for professional photography

Once your home is on the market

- Always have your home clean and ready to show, don't forget the yard
- Always allow realtors to show your home
- Always leave for showings, leaving lights on and window treatments open

Once you have a contract:

- Allow buyer to perform inspections
- Negotiate treatments, repairs, replacements
- Allow appraiser into your home
- Provide the title company with mortgage information, if applicable

Before closing

- Make sure all repairs are completed and invoices provided Receive and review the settlement from the title company Bring two forms of ID to closing
- Have utilities turned off the day of, or day after closing

My Action Plan

- Walk you through the selling process
- Price your home competitively and expertly to SELL
- Schedule professional real estate photography to showcase your home
- Provide exposure through a professionally installed sign and lock box
- Submit your home to Multiple Listing Service and a copy to you for your approval
- Property advertised on over 300 websites including Zillow, Trulia and Realtor.com
- Add your property to custom websites for viewing
- Set up your home to show through ShowingTime
- Develop the comprehensive list of features and benefits of your property for cooperating agents to use with their potential buyers
- Leave a “Write an offer” packet and colorful flyers at your home
- Suggest and advise as to any changes necessary to make your property more sellable
- Follow up weekly with showing feedback and market updates
- Successfully negotiate a contract of sale
- Provide excellent customer service

Additional Costs

Selling your home is a change. Change is very exciting but there can be unexpected challenges. Below is a list of additional expenses that you need to take into account when selling your home.

- **Sellers Cost**

- Commissions: Sellers pay commissions for Listing Agent and Buyers Agent
- Termite Treatment or Repairs: If termites are found during inspections it is the Sellers responsibility to cover the cost of treatment.
- Repairs: Once the TRR is provided with the items the buyers want fixed the Sellers have 7 days to get bids and negotiate the items to be repaired. These repairs are at the expense of the seller.
- Expensive Repair Examples: Foundation/Piers, Roof, HVAC, Hot Water Tanks, Windows, Garage Doors, Electrical, Plumbing
- Any repairs that are completed need to have invoice or receipt for proof of repair.
- Buyers Closing Costs: Buyers could ask for the seller to pay for closing costs.

Transaction Steps

In order to sell your home the following tasks must be completed:

- 1) List and Market your home
- 2) Showing your home
- 3) Receive Offer
- 4) Approve Offer
- 5) Complete Inspections
- 6) Receive TRR on repairs wanted by the Buyer
- 7) Negotiate/Approve TRR
- 8) Complete repairs
- 9) Appraisal Approval
- 10) Final Walk thru for the Buyer
- 11) Close on sale of your home

Marketing

Marketing helps to ensure buyers are seeing your home 50x before they see it in person.

In order to make it visible to everyone searching the following will be completed:

- 1) Professional pictures/ Professional Staging*
- 2) MLS set up
- 3) 400 different websites
- 4) Open Houses
- 5) Showingtime set up
- 6) Custom Flyers
- 7) Social Media Online Advertising
- 8) Brokerage Website
- 9) Leanne Toth Realtor Website
- 10) Knowledge book for approved showings

*Available if needed

Pricing Strategy

Listing your home at the right price is important

- My goal is to provide information and an educated opinion on the selling price and real estate market
- A property generates the most interest when it first hits the market
- The number of showings is greatest during this time if it is priced at a realistic market value
- Starting too high and dropping the price later can cause delay in the initial excitement of the listing and can impact your viewing activity
- After 14 days of limited activity we can reaccess and discuss price adjustments