Welcome to *Real Estate Checklists & Systems!*

Real Estate Checklists & Systems is a series of 101+ checklists designed to assist real estate professionals in the following 3 ways:

1. **By helping consumers** feel more confident and knowledgeable about home by and selling while simplifying the process and keeping them on track to meet their housing goals.

2. **By helping real estate professionals** looking to:
   - Add value to the buying & selling experience for all buyers & sellers
   - Gain a higher degree of loyalty from buyers & sellers
   - Experience more repeat business and referrals from past customers & clients by staying in touch
   - Manage risk
   - Educate...yourself plus the buying & selling public

3. **By helping real estate professionals** immediately make more money. *Real Estate Checklists & Systems* effectively packages services to address 3 questions that consumers have concerning real estate professionals:
   - Why should I hire you?
   - What makes YOU different from other agents?
   - Why should YOU be paid so much money?

The following pages will allow you to preview some of the checklists, the sample ads and marketing pieces.

Thank you for your interest in *Real Estate Checklists & Systems*. Any questions about this product can be directed to me at 1-847-498-7090.

Best Regards,

Lori Lasday-Cox
Co-Author, *Real Estate Checklists & Systems*

REAL ESTATE
CHECKLISTS
& Systems
TM Pending

Menu

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  - 35 CHECKLISTS
- ✔ **FINANCING**
  - 13 CHECKLISTS
- ✔ **FSBO**
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- ✔ **MARKETING & MERCHANDISING**
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- ✔ **MOVING**
  - 6 CHECKLISTS
- ✔ **NEW CONSTRUCTION**
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- ✔ **PRICING, APPRAISAL & VALUATION**
  - 8 CHECKLISTS
- ✔ **SELLERS**
  - 20 CHECKLISTS
- ✔ **SAMPLE ADS AND MARKETING PIECES FOR REAL ESTATE AGENTS**
  - NEWSPAPER & MAGAZINE ADVERTISING

☑

5 Proven Checklists To Help Keep You On Track And Avoid Common Buyer Mistakes

- ❑ **1. "5 Simple Steps To Becoming A Smart Buyer"***
- ❑ **2. "The 5 Big Mistakes Most Home Buyers Make & How You Can Avoid Each One"**
- ❑ **3. "6 Keys To Making You & Your Offer Look Great!"**
- ❑ **4. "14 Questions To Ask All Lenders"** plus...**"The Home Loan Application Checklist"***
- ❑ **5. "8 Ways To Protect Yourself Against Unpleasant Surprises When Buying A Home"***

Preview Copy Only

*Contact your real estate agent for more information.

The above checklist is for informational purposes only & is not a substitute for legal, tax or other professional assistance.

☑

Getting Your Home
Prepared For "Show Time"

A key to the selling of your home is to be aware of any possible objections a prospective buyer might have. It is valuable to identify any items that may cause a buyer to have second thoughts about purchasing your home. Below are some suggestions to consider.

- ❑ Make sure to review and best complete the items included in **Checklists & Systems** for getting your property to show its best.

- ❑ Hire a professional home inspector to inspect your property prior to putting it on the market. See **"10 Key Questions To Ask A Home Inspector Before Hiring One"**.

- ❑ Spend the money necessary to make repairs and cosmetic upgrades for a timely sale.

- ❑ Would you consider creative financing to assist your prospective buyer with the home purchase? If so, be knowledgeable about the options available.

Preview Copy Only

- ❑ Offer a Home Protection Warranty Program to the purchaser of your home. See **"Home Warranty Policy Checklist . . . For Sellers"**.

- ❑ Price your home according to the current market indicators. Pay close attention to those properties that have recently closed that are most comparable in amenities and location. See **"How To Read Today's Market"**.

- ❑ Review the checklist for having your home prepared for a public open house. See **"16 Steps To Get Ready For Your Open House"**.

- ❑ Pay close attention to the feedback information from showings that your real estate professional has to offer. See "**Updated X-Rays Concerning The Value Of Your Home**".

- ❑ It is best not to be at home when your property is being shown. See **"5 Important Guidelines To Follow When Your Home Is Being Shown"**.

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Do I Need An Agent When Buying A Home? 9 Critical Points

There are several items that a professional real estate salesperson can provide to you while in pursuit of your new home. Here are several items to consider when asking yourself whether or not you will benefit from the assistance of a real estate professional.

- ❑ **1.** Do I have time to research the residential housing market?
- ❑ **2.** Do I have the knowledge to integrate and understand the information available to me?
- ❑ **3.** Can I integrate the information available on the real estate Internet sites into useful data that can help me accomplish my goal of home ownership?
- ❑ **4.** Do I have the expertise to negotiate on my own behalf?
- ❑ **5.** Do I have the ability to find a qualified home inspector? See **"10 Key Questions To Ask A Home Inspector Before Hiring One"**.
- ❑ **6.** Do I have the time to research the home loan programs available in the market? See **"6 Of The Most Popular Mortgage Options"**.
- ❑ **7.** Do I have the time to interview mortgage loan officers? See **"14 General Questions To Ask All Lenders"**.
- ❑ **8.** Do I have the time and expertise to target market, if necessary, for the type of property I am looking to purchase?
- ❑ **9.** Do I know the zoning regulations and building codes pertaining to residential real estate in the area I am interested in moving to?

Preview Copy Only

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Enlarged Strip Ads

SELLERS

SELLING YOUR HOME? Don't get unexpected surprises! Learn "5 Keys Items To Help Minimize Unpleasant Surprises When Selling Your Home". Contact Sally Salesperson, XYZ Realty, (314) 999-9999 or 999-9998, email: www.sallysalesperson.com

SELLING YOUR HOME? Make sure you're getting the right advice! Ask For "Caution ALL Home Sellers...Avoid Taking Advice From People Who...Top 10 List." Contact Sally Salesperson, XYZ Realty, (314) 999-9999 or 999-9998, email:www.sallysalesperson.com

GETTING READY TO SELL? Don't fix the wrong things! Read "4 Guidelines For Every Homeowner Trying To Fix-Up Their Property To Sell". Contact Sally Salesperson, XYZ Realty, (314) 999-9999 or (314) 999-9998, email:www.sallysalesperson.com

FIXING UP YOUR HOME TO SELL? Discover "The 8 Interior Items That Buyers REALLY Notice". Contact Sally Salesperson, XYZ Realty, (314) 999-9999 or (314) 999-9998, email: www.sallysalesperson.com

NEW CONSTRUCTION

BUILDING A NEW HOME? Read "5 Things You Will Avoid If You Buy New Construction". Contact Sally Salesperson, XYZ Realty, (314) 999-9999, (314) 999-9998, email: www.sallysalesperson.com

BUILDING A NEW HOME? Check out "19 Bits Of Data That Will Help You Objectively Evaluate The Building Site". Contact Sally Salesperson, XYZ Realty, (314) 999-9999, (314) 999-9998, email: www.sallysalesperson.com

BUYERS

BUYING A HOME? Don't pay too much! Read "The 5 Simple Steps To Becoming A 'Smart' Buyer In Today's Market". Contact Sally Salesperson, XYZ Realty, (314) 999-9999 or 999-9998, email: www.sallysalesperson.com

A HOME IS THE BIGGEST INVESTMENT YOU WILL EVER MAKE! Check out "8+ Ways To Protect Yourself Against Unpleasant Surprises When Buying A Home". Contact Sally Salesperson, XYZ Realty, (314) 999-9999 or 999-9998, email: www.sallysalesperson.com

THINKING ABOUT BUYING A HOME? Get the right loan in today's market! Read "5 Questions to Ask Yourself When Shopping For The Best Loan". Contact Sally Salesperson, XYZ Realty, (314) 999-9999 or (314) 999-9998, email: www.sallysalesperson.com

CASH STRAPPED? BUT STILL WANT TO BUY A HOME? Call for the checklist "Cash Strapped? Down Payment Obstacles Can Be Overcome With Some Creativity". Contact Sally Salesperson, XYZ Realty, (314) 999-9999 (314) 999-9998, email:www.sally-salesperson.com

FSBO

THIS INFORMATION COULD SAVE YOU THOUSANDS OF DOLLARS! Ask for "12 Key Ingredients To Successfully Selling Your Home Without Using the Services Of A Real Estate Professional". Sally Salesperson, XYZ Realty, (314) 999-9999, (314) 999-9998, email: www.sallysalesperson.com

TRYING TO SAVE COMMISSION BY SELLING YOUR HOME YOURSELF? Don't give up your savings on a poor appraisal! Read "7 Things Every 'For Sale By Owner' Should Know About A Real Estate Appraisal". Contact Sally Salesperson, XYZ Realty, (314) 999-9999 or (314) 999-9998, email: www.sallysalesperson.com

TRYING TO SAVE COMMISSION BY SELLING YOUR HOME YOURSELF? Don't give up your savings on unrealistic buyers! Discover "13 Common Contingencies That Buyers Might Consider Putting In Their Offer To Purchase". Contact Sally Salesperson, XYZ Realty, (314) 999-9999 or (314) 999-9998, email: www.sallysalesperson.com

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Display Ads

Medium Sized

Buying A Home? Don't Pay Too Much!

Contact me for your ***FREE*** copy of

"5 SIMPLE STEPS TO BECOMING A 'SMART' BUYER"

Sally Salesperson
XYZ Realty (314) 999-9999 or 999-9998
email: sallysalesperson.com

Getting Ready To Sell? Don't Fix The Wrong Things!

Contact me for your ***FREE*** copy of

"4 GUIDELINES FOR EVERY HOMEOWNER TRYING TO FIX UP THEIR PROPERTY TO SELL"

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email: sallysalesperson.com

A Home Is The Biggest Investment You Will Ever Make!

Contact me for your ***FREE*** copy of

"THE 8+ WAYS TO PROTECT AGAINST UNPLEASANT SURPRISES WHEN BUYING A HOME"

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Fixing Up Your Home To Sell?

Contact me for your ***FREE*** copy of

"THE 8 INTERIOR ITEMS THAT BUYERS *REALLY* NOTICE"

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email: sallysalesperson.com

Thinking of Buying A Home?

Contact me for your ***FREE*** copy of

"14 STEPS TO GETTING YOURSELF 'IN SHAPE' TO BE A FIRST TIME HOME BUYER"

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Building a New Home?

Contact me for your ***FREE*** copy of

"5 THINGS YOU WILL AVOID IF YOU BUY NEW CONSTRUCTION"

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Cash Strapped? But Still Want To Buy A Home?

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Selling Your Home?

Make Sure You're Getting The Right Advice!

Contact me for your ***FREE*** copy of

"CAUTION ALL HOME SELLERS...AVOID TAKING ADVICE FROM PEOPLE WHO...TOP 10 LIST"

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Display Ads

Large Sized With Photo

Building A New Home?

Contact me for your ***FREE*** copy of

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Trying To Save Commission By Selling Your Home Yourself?

Don't give up your savings on a poor appraisal!

Contact me for your ***FREE*** copy of

"7 Things Every Consumer Needs To Know About Home Appraisals"

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email: sallysalesperson.com

☑

Motivated To Sell... But Buyers Aren't Responding?

Have you considered . . .

"5 Reasons Why Pricing Your Home Correctly In The Beginning Is So-o-o-o Important"

For a FREE copy please contact

SALLY SALESPERSON - 999-9999

Best Realtors of Anytown

1318 Fictitious Drive • Anytown, MO 63011

Office: (314) 987-9876 • Email: sallysalesperson.com

Do You Want To Catch The Buyer's Eye?

Contact me for your FREE copy of

"16 Key Items To Include In A 'Home Book' That Will Catch A Buyer's Eye"

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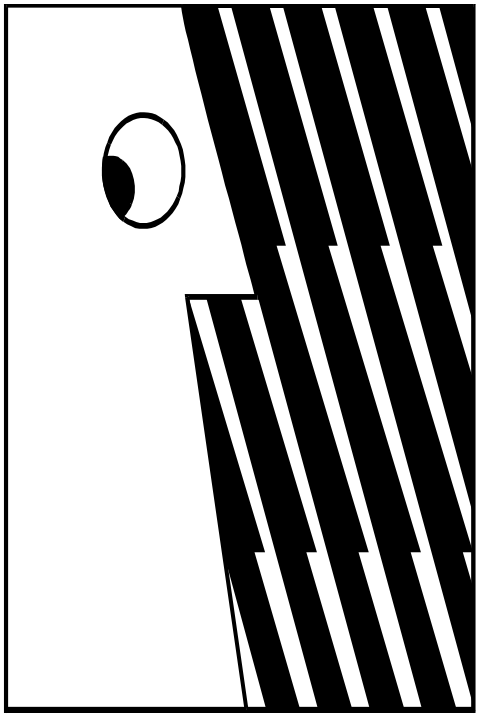
1318 Fictitious Drive • Anytown, MO 63011

Office: (314) 987-9876 • Email: sallysalesperson.com



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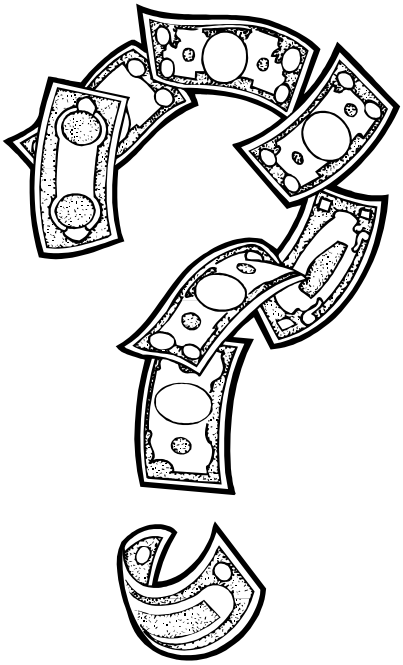
Are You Motivated To Buy...But Cash Strapped?



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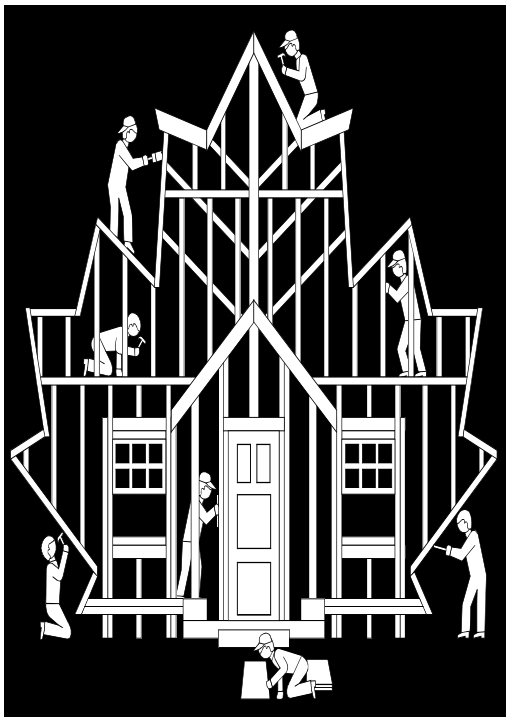
Building A New Home?

Make Sure You Pick The Right Site!



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☑

STANDARD
"JUMBO"
DOOR
HANGER
4.25" X 11"

Thinking Of Moving?

Want To Make Your House Look GREAT?

We know what makes a house sizzle.
Contact me for a complimentary copy
of any of the following checklists.

- ❑ "8 Interior Items That Buyers REALLY Notice"
- ❑ "Top 10 Exterior Items To Make Your Home Look Its Best"
- ❑ "4 Guidelines For Every Homeowner Trying To Fix Up Their Property To Sell"

Also ask for...

- ❑ "3 Major Tax Issues Every Seller Of Real Estate Needs To Know"

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STANDARD
"JUMBO"
DOOR
HANGER
4.25" X 11"

Thinking About Moving?

Wondering What To Do Next?

I can help you make the transition
from "old" house to "new" home easier!
Contact me for a complimentary copy
of any of the following checklists.

- ❑ "How To Read Today's Market! 3 Simple Steps To Discovering Your Property's Market Value"
- ❑ "Sellers Net...How Much Money Will Go Into Your Pocket?"
- ❑ "12 'Don'ts' Every Home Seller Should Know"

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How Agents Purchase…

Those individuals who make the decision to participate in the *Checklists & Systems* program are given a Registration & Right To Use. This form is both an official registration & an acknowledgement of how *Real Estate Checklists & Systems* may be used.

1. An agent has the right to use this product with home buyers, home sellers and consumers at large.

2. An agent may not however, in any way, shape or form, reproduce, lend or share any portions of this product with other real estate licensees, real estate managers, real estate companies or any of their staff.

The pricing of *Real Estate Checklists & Systems* is as follows:

At www.checklistsandsystems.com ……$89.95 plus $5.50 for shipping & handling

At workshops ..……..$89.95 plus sales tax

Partnership Programs are available……Call or email us for the details

Payment may be made by:

- Cash
- Check
- Money Order
- Visa
- Master Card

Thanks again for taking the time to preview *Real Estate Checklists & Systems*. Contact us **NOW** for more information about bringing this dynamic product & program to your company.

Lori Lasday-Cox
Co-author, Real Estate Checklists & Systems
Phone: 847-498-7090
Fax: 877-430-7939
Email: lori@lifesuccesses.com

P.S. Be sure to visit us at www.checklistsandsystems.com