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KEN LAMPTON PROVIDES THESE SERVICES AS YOUR LISTING AGENT

MY OBJECTIVES

1. To help you set a competitive list price that minimizes your time on market without leaving money on the negotiating table.
2. To get the word out to buyers that your home is available on the market and encourage them to bid.
3. To control access to the property in order to protect your privacy and your possessions.
4. To effectively negotiate the highest price and best terms possible from any buyer who submits an offer.
5. To monitor all aspects of the transaction from contract to closing, and handle any problems in a timely manner that serves your best interests.

PREPARING THE LISTING

1. Provide and interpret statistical information about home sales in your neighborhood and conditions in the market.
2. Meet with you as many times as necessary to help you choose an initial list price and make you comfortable with our joint marketing strategy.
3. Provide advice about putting the home in good condition for showings.
4. Hire a professional photographer to take up to 25 photographs of the interior and exterior of the property. (These photos are used in print advertising, uploaded to the MLS database and uploaded to a variety of real-estate-related web sites.)
6. Upload descriptive information, the Seller Disclosure and additional information (such as photos, a prior survey, or list of updates) to the MLS database for viewing by more than 25,000 real estate agents affiliated with North Texas Real Estate Information Systems (NTREIS).
7. Offer a co-brokerage fee to the thousands of real estate brokers and agents who are affiliated with NTREIS.

COORDINATING ACCESS TO THE PROPERTY

1. Install an electronic keybox to give agents a secure means to bring buyers into the house.
2. Hire Centralized Showing Service (CSS) to maintain and safeguard the instructions for showing the property. (Agents phone CSS to get permission to enter the home.)
3. Solicit feedback from each showing agent by email and by telephone call.
4. Set up passwords to enable you to gain entry to the Centralized Showing Service website in order to personally review feedback.

ADVERTISING AT THE PROPERTY

1. Install a RE/MAX "For Sale" sign at the property
2. Develop a professional-quality color printed graphic .
3. Maintain a supply of graphics inside the property.
4. Maintain a supply of graphics in a weather-resistant "flyer box" in the front yard and replenish the supply of graphics on a regular basis.

WORD-OF-MOUTH MARKETING

1. Host an Open House for fellow agents on the East Dallas MLS Tour.
2. Promote the home in day-to-day contacts with my own buyer customers and with fellow real estate agents.
3. Send a monthly mass email reminder about the property to the 400 agents who have recently listed and/or sold homes in the same price range and geographic area.
4. Host an Open House for the public once during the first two weeks the home is on the market and thereafter at intervals of approximately every four weeks.

POST A VIRTUAL TOUR ON THE INTERNET

1. Purchase a professionally-prepared multi-room Virtual Tour which allows prospective buyers to view the interior and exterior of your property on the internet.
2. Link the Virtual Tour to the MLS database, to Realtor.com, to my own web site (Mstreets.com), and to additional web sites.

MARKETING ON THE INTERNET

1. Make the listing available through Internet Data Exchange for other NTREIS affiliate brokers and agents to include in the searchable databases on their own corporate and individual websites.
2. Feature your home on my own Mstreets.com website, which is designed to showcase the M-Street/Lakewood neighborhoods.
3. Feature your home on the award-winning international website REMAX.COM, and make it available on the exclusive RE/MAX LeadStreet online lead-generation and management system.
4. Feature your home on the office website of RE/MAX About Dallas and on the website of RE/MAX of Texas.
5. Prepare an enhanced listing on Realtor.com, the most-visited real estate site on the internet, with professional-quality photographs and an extended description of the home.
6. Syndicate the listing on the internet to Trulia, Zillow, AOL, and Google Base.
7. Syndicate the listing on the internet to additional web sites such as Real-Estate.com, MLS.com, Yahoo Classifieds, HomeGain, HomeSeekers, cyberHomes, HotPads, CityCribbs, VisHomes, Listing Mania, Edgio, PropSmart, CLR Search, Oodle, Lycos, and Real Estate Espanol.

CLOSING THE DEAL

1. Use everything I've learned about negotiation in 25 years as a real estate agent to ensure you make the best deal possible with the people who buy your home.
2. Coordinate the inspections made by the buyer during the option phase of the transaction and assist you in any renegotiation of price, terms, or repairs that may come out of the inspections.
3. Follow through from contract to closing, in order to ensure all transactional aspects of the deal are handled effectively.
4. Review the closing documents with you and attend the closing to make sure no last-minute issues delay the successful closing of the transaction.

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