

# LISTING GUIDE

BUYANDSELLWITHBURLINGGROUP.COM



BRENDA **BURLING** *Realtor®*

BRENDA.GRIFFIN.REALTOR@GMAIL.COM

**850.450.4791**



# Meet the Team



## BRENDA **BURLING** *Realtor®*

I have lived in six different states. I am incredibly grateful for the opportunity to experience life and culture in these different areas and I feel blessed and fortunate to currently be living in West Chester, Ohio.

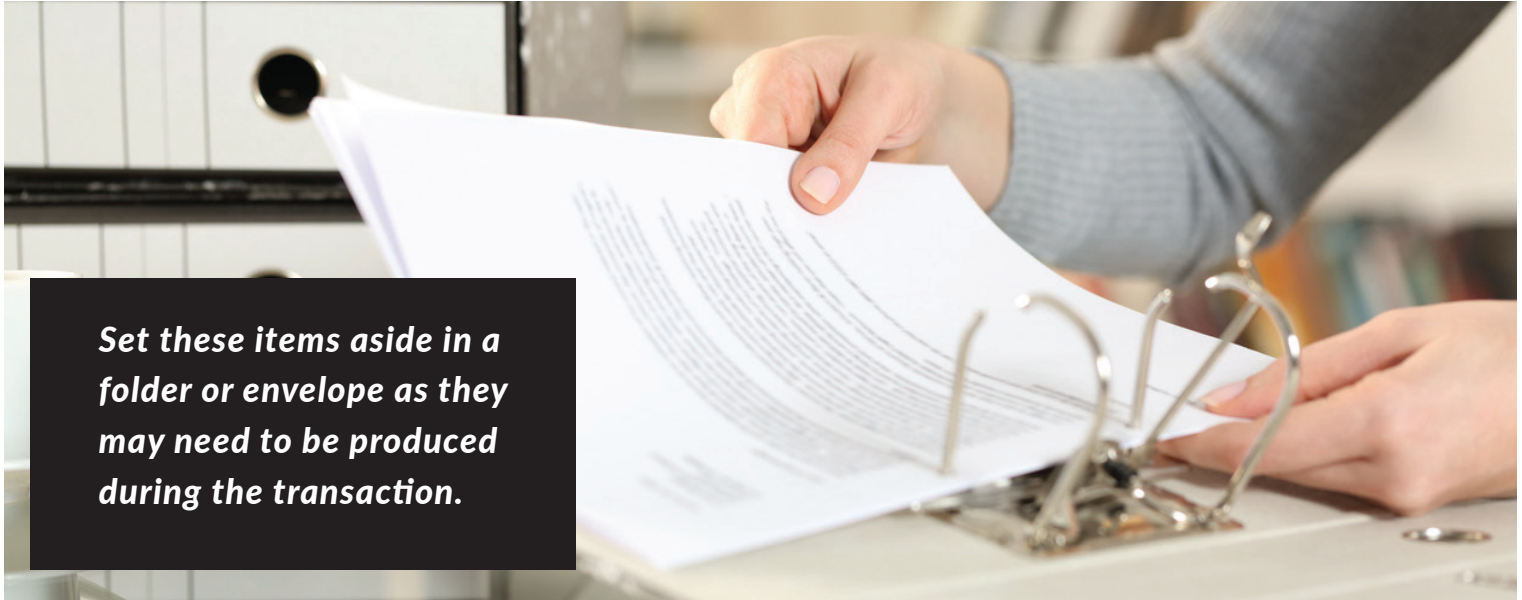
I have bought, sold and been a landlord in multiple states which has given me perspective to help represent you in any residential real estate transaction.

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*Set these items aside in a folder or envelope as they may need to be produced during the transaction.*

## CHECKLIST

- ☐ HOA Documents (if applicable)
- ☐ Invoice for Home Related Items
- ☐ Warranties
- ☐ Repair Estimates
- ☐ Contractors Explanation of Work Completed
- ☐ Survey
- ☐ Owners Title Insurance Policy
- ☐ Home Warranty Coverage & Term Information
- ☐ Mortgage Loan Documents
- ☐ Deed
- ☐ Property Taxes
- ☐ Home Insurance
- ☐ Original Purchase Documents

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# The Burling Group Services Packages

CHOOSE THE SERVICE PACKAGE THAT FITS YOU!

## ESSENTIAL

2.5%

Pre Listing Advising  
Preliminary Title Search  
CMA – Pricing Guidance  
MLS Syndication  
Social Posts  
Listing Flyer  
Yard Sign  
Weekly Updates & Feedback  
Open house

## PREMIUM

3%

Pre Listing Advising  
Preliminary Title Search  
CMA – Pricing Guidance  
MLS Syndication  
Social Posts  
Listing Marketing Booklet  
Yard Sign  
Weekly Updates & Feedback  
Open House hosted by CGG  
In Person Walkthrough Prior to Photos  
Professional Photography  
Video of Home  
Floor Plan  
Contractor Connections  
Just Listed Advertising

## ULTIMATE

4%

Pre Listing Advising  
Preliminary Title Search  
CMA – Pricing Guidance  
MLS Syndication  
Social Posts  
Listing Marketing Booklet  
Yard Sign  
Weekly Updates & Feedback  
Open House hosted by CGG  
In Person Walkthrough Prior to Photos  
Professional Photography  
Video of Home  
Floor Plan  
Night Light Photos  
Drone Photographs  
Professional Cleaning before Listing  
Contractor Connections  
& In Person Assistance  
Just Listed Advertising  
Simple Staging



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# 19 POINT *Marketing Plan*

1. Strategic comparative market analysis to determine pricing
2. Strategically place your home online on websites and local FB groups and social media
3. Notify all Glasshouse agents of your homes listing prior to listing
4. Feature your home on all major real estate websites, including but not limited to: Zillow, Realtor, Trulia
5. You will be a featured listing on our website [www.CrumGriffinGroup.com](http://www.CrumGriffinGroup.com)
6. Your home will be in the local mls. Depending on your area you will be added to Dayton mls and/or Cincinnati mls
7. Your home will be highlighted with incredible professional photography
8. Staging will be recommended if necessary
9. We will create a professional brochure/flyer
10. Send post cards to your neighbors notifying them of your property's sale
11. Send emails to buyers looking to purchase in your property's sales price range and location
12. Hold an Open House
13. Expertly screen prospective buyers
14. Aggressive follow up with prospective buyers or their agents
15. Advertise
16. Weekly check-in calls so you "stay on the pulse"
17. Communicate feedback from all showings
18. Emails of comparable listings, pending homes and sales in your area sent to you upon request.
19. Review pricing weekly and notify you immediately of market changes



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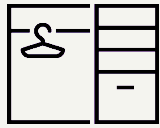


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# Indoor

## STAND OUT SELLING *Tips & Tricks*

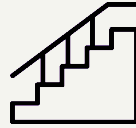
***First impression is the only impression!***



Make space in closets – remove and store clothes to appear to be larger in size.



Hide pet items. Be respectful to pet allergies. Make sure to clean up pet evidence odors.



Secure any loose handrails.



Empty trash bins in kitchen and bathrooms.



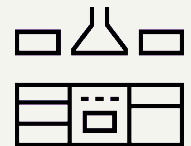
Make your home sparkle  
Clean windows, doorknobs, countertops  
Dust surfaces.



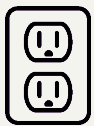
Paint walls & trim with soothing neutral colors.



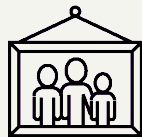
Replace and/or match burnt out lightbulbs in fixtures.



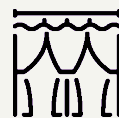
Empty appliances and turn off.



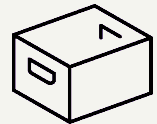
Replace broken or missing switchplates and outlet covers.



Declutter and depersonalize by removing items that you don't want the public to see.



Light it up: open curtains and blinds. Leave lights on throughout the day for all showings and any unexpected showings.



Secure valuables in a box and tuck away. This includes guns, coins, medicines and sentimental items.

*TIP: Have one central location for charging electronics so you can easy remove chargers on your way out before showings.*



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# Outdoor

## STAND OUT SELLING *Tips & Tricks*

***Great curb appeal helps sell a home faster! If a home has good curb appeal, that means it is attractive to the eye and inspires confidence.***



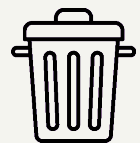
Enhance curb appeal by applying fresh mulch and edging walkways



Make sure plants are pruned and thriving. Trim dead branches and remove dead flowers. Add flower planters.



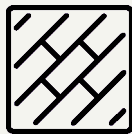
Mow the yard, trim and remove debris and re-seed dead areas.



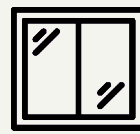
Remove pet waste.



Clean debris and growing plants from gutters.



Secure loose shingles and siding. Replace any missing siding or shingles.



Replace or repair any broken windows



Put a mat near the front door so buyers can remove shoes prior to walking through the house.

***TIP: Add a fresh coat of paint to front door and trim around windows and door.***



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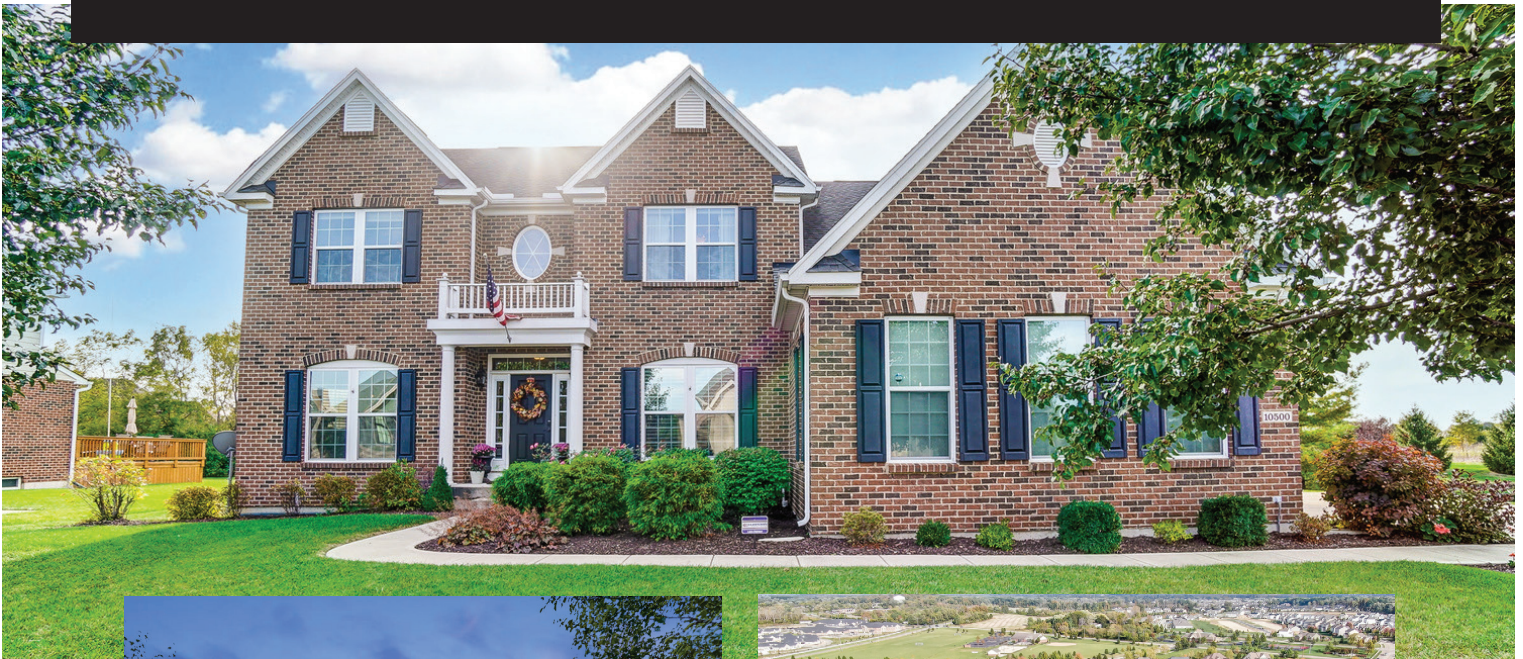


# PROFESSIONAL *Photography*



*Don't fall for cell phone photos and bad editing! We promise to always give you the best professional photos that highlight your homes most inviting features. We will recommend a photo package to enhance your property.*

*Video, drone and twilight options are available for all home listings.*



Example of Twilight Photography



Example of Drone Photography

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# Net Proceeds

ESTIMATED NET PROCEEDS TO SELLER



AGENT NAME: \_\_\_\_\_

DATE AND TIME OF OFFER: \_\_\_\_\_

Offer Price: \_\_\_\_\_

Closing Cost Paid For Buyer: \_\_\_\_\_

Deed Preparation Fee: \_\_\_\_\_

County Conveyance Tax: \_\_\_\_\_

Closing/Settlement Fee: \_\_\_\_\_

Wire Fee: \_\_\_\_\_

Home Warranty: \_\_\_\_\_

Title Insurance Contribution: \_\_\_\_\_

Hoa Fees: \_\_\_\_\_

Listing Broker Commission: \_\_\_\_\_

Selling Broker Commission: \_\_\_\_\_

Admin Fee To Coldwell Banker: \_\_\_\_\_

Estimated Tax Proration: \_\_\_\_\_

Misc: \_\_\_\_\_

Total Expenses: \_\_\_\_\_

ESTIMATED NET TO SELLER: \$ \_\_\_\_\_

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**PROPERTY ADDRESS:** \_\_\_\_\_



## ELECTRIC

Company Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Average Monthly Cost: \_\_\_\_\_



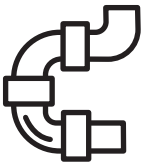
## GAS/PROPANE

Company Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Average Monthly Cost: \_\_\_\_\_



## WATER

Company Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Average Monthly Cost: \_\_\_\_\_



## SEWER/SEPTIC

Company Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Average Monthly Cost: \_\_\_\_\_



## TRASH/RECYCLING

Company Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Average Monthly Cost: \_\_\_\_\_  
Trash Pick Up Day: \_\_\_\_\_



## CABLE/INTERNET

Company Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Average Monthly Cost: \_\_\_\_\_



## SECURITY

Company Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Average Monthly Cost: \_\_\_\_\_



## HOA

Company Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Average Monthly Cost: \_\_\_\_\_



## OTHER

Company Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Average Monthly Cost: \_\_\_\_\_

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*Inside*



**SYSTEMS AND FEATURES OF THE HOME**

**PROPERTY ADDRESS:** \_\_\_\_\_

**FURNACE**

Date Installed: \_\_\_\_\_

Last Serviced/Used: \_\_\_\_\_

Misc: \_\_\_\_\_

**A/C**

Date Installed: \_\_\_\_\_

Last Serviced/Used: \_\_\_\_\_

Misc: \_\_\_\_\_

**WATER HEATER**

Date Installed: \_\_\_\_\_

Last Serviced/Used: \_\_\_\_\_

Misc: \_\_\_\_\_

**GARBAGE DISPOSAL**

Date Installed: \_\_\_\_\_

Last Serviced/Used: \_\_\_\_\_

Misc: \_\_\_\_\_

**WASHER**

Date Installed: \_\_\_\_\_

Last Serviced/Used: \_\_\_\_\_

Misc: \_\_\_\_\_

**DRYER**

Date Installed: \_\_\_\_\_

Last Serviced/Used: \_\_\_\_\_

Misc: \_\_\_\_\_

**SUMP PUMP**

Date Installed: \_\_\_\_\_

Last Serviced/Used: \_\_\_\_\_

Misc: \_\_\_\_\_

**REFRIGERATOR**

Date Installed: \_\_\_\_\_

Last Serviced/Used: \_\_\_\_\_

Misc: \_\_\_\_\_

**RANGE/OVEN**

Date Installed: \_\_\_\_\_

Last Serviced/Used: \_\_\_\_\_

Misc: \_\_\_\_\_

**DISHWASHER**

Date Installed: \_\_\_\_\_

Last Serviced/Used: \_\_\_\_\_

Misc: \_\_\_\_\_

**MICROWAVE**

Date Installed: \_\_\_\_\_

Last Serviced/Used: \_\_\_\_\_

Misc: \_\_\_\_\_

**FIREPLACE**

Date Installed: \_\_\_\_\_

Last Serviced/Used: \_\_\_\_\_

Misc: \_\_\_\_\_

**RADON MITIGATION**

Date Installed: \_\_\_\_\_

Last Serviced/Used: \_\_\_\_\_

Misc: \_\_\_\_\_

**SEPTIC**

Date Installed: \_\_\_\_\_

Last Serviced/Used: \_\_\_\_\_

Misc: \_\_\_\_\_

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*Outside*

**SYSTEMS AND FEATURES OF THE HOME**



**PROPERTY ADDRESS:** \_\_\_\_\_

**ROOF**

Date Installed: \_\_\_\_\_

Last Serviced/Used: \_\_\_\_\_

Misc: \_\_\_\_\_

**WINDOWS**

Date Installed: \_\_\_\_\_

Last Serviced/Used: \_\_\_\_\_

Misc: \_\_\_\_\_

**SIDING**

Date Installed: \_\_\_\_\_

Last Serviced/Used: \_\_\_\_\_

Misc: \_\_\_\_\_

**WELL**

Date Installed: \_\_\_\_\_

Last Serviced/Used: \_\_\_\_\_

Misc: \_\_\_\_\_

**SPRINKLER**

Date Installed: \_\_\_\_\_

Last Serviced/Used: \_\_\_\_\_

Misc: \_\_\_\_\_

**PLEASE LIST ANY SPECIAL OR UNIQUE FEATURES  
OF YOUR HOME AND ANY UPDATES YOU HAVE DONE.**

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# HOW TO

## *be a stellar seller*

- 1 Communicate. Our goal is to expertly guide you through the process. We can only do this if we have all the related information.
- 2 Complete any unfinished projects. No need to start any new projects or improvements unless we have recommended them to you. Some improvements may not result in a monetary gain. We are happy to discuss any projects you are considering. Let's get you the biggest bang for your buck!
- 3 Scents Matter! If your home has pet, smoke or food odors open windows and air out the house prior to activating the listing.
- 4 Safety first! Do not let anyone come in your house to preview it prior to listing. Qualified buyers will wait to see your home when the listing is activated.
- 5 Be Social. Share our link to your home on social media once it is active on the market. Advertising or spreading the word about your sale prior to having it listed on the market is a violation that will result in steep fines for your agents.
- 6 Vacate for showings. Buyers are most comfortable when the sellers are gone. You'll get much better offers and feedback when buyers are comfortable.
- 7 Leave the negotiations to us. We are your first line of defense, representing your fiduciary best interest. We will go to bat for you!
- 8 Respect Deadlines. Following our guidance and adhering to all seller timelines is important. Not following timelines can have costly consequences.
- 9 Have a Plan. Prepare for the moving out process. Make sure all members of the household are "on board" with the plan so everyone cooperates throughout the process.



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# Why CHOOSE US?



8+ years in real estate  
in our local market.



2 for 1 – we will both be  
involved in the transaction.



We handle the transaction  
from start to finish.



Ethical Business  
Practices



Professional  
Reputation



Experts in  
Vetting Buyers



Expert  
Negotiators



Military Relocation  
Specialists



Expert Knowledge  
of Loan Types

*“Our focus is helping you reach your real estate goals!”*



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HERITAGE

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# It's Go Time!

## NOW WHAT



### SHOWING TIME:

Easy to use online scheduling system. Agents, Inspector, Appraisers will be approved to use the system and schedule showings. You can approve, decline, or suggest an alternative time via text, phone call or email.



### DOTLOOP:

This is the electronic file system we will use. All contracts, addendums and other documents related to your sale will be shared and signed within this file management system. We highly recommend that you create a free account so that you will have access to all documents that are shared with you throughout the process.



### LOCK BOX:

Lockboxes are secure combination accessible boxes placed on home at time of listing. Only agents who have been screened through the Division of Real Estate will be able to receive the combination to the box and entry to the home.



### YARD SIGN:

Once your listing is live we will provide you a yard sign to put in your yard. From there you will be receiving notifications on the showings using our online scheduling system.

***TIP: Consider taking a break and leaving town for a few days when your house hits the market. This will remove the stress of having to prepare your house and vacate for every showing. Keep tabs and manage activity with our easy to use Showing Time system or we can manage this for you.***



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# Testimonials

## WHAT OUR CLIENTS ARE SAYING

"Brenda has been so helpful to our family as we moved to a larger home. She really has a deep understanding of the area and schools. We found a dream home that suits our needs. 5 stars!"

- Kim S

"Brenda was kind and patient with us. She took the time to get to know us both as individuals and as a couple. She was incredibly knowledgeable and responsive. We have already recommended her to friends."

-Courtney H

"Brenda really helped get our home sold in a challenging market! We could not have done it without her!"

-Theodore W C J

"This was our second time working with Brenda and I wouldn't have it any other way! She has taken every part of our lives into consideration for us so we can make the best decisions for our family. Brenda would never steer us the wrong way and I am excited to work with her again to get our next home sold."

-Madison H



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**HERITAGE**

# Home Selling Process



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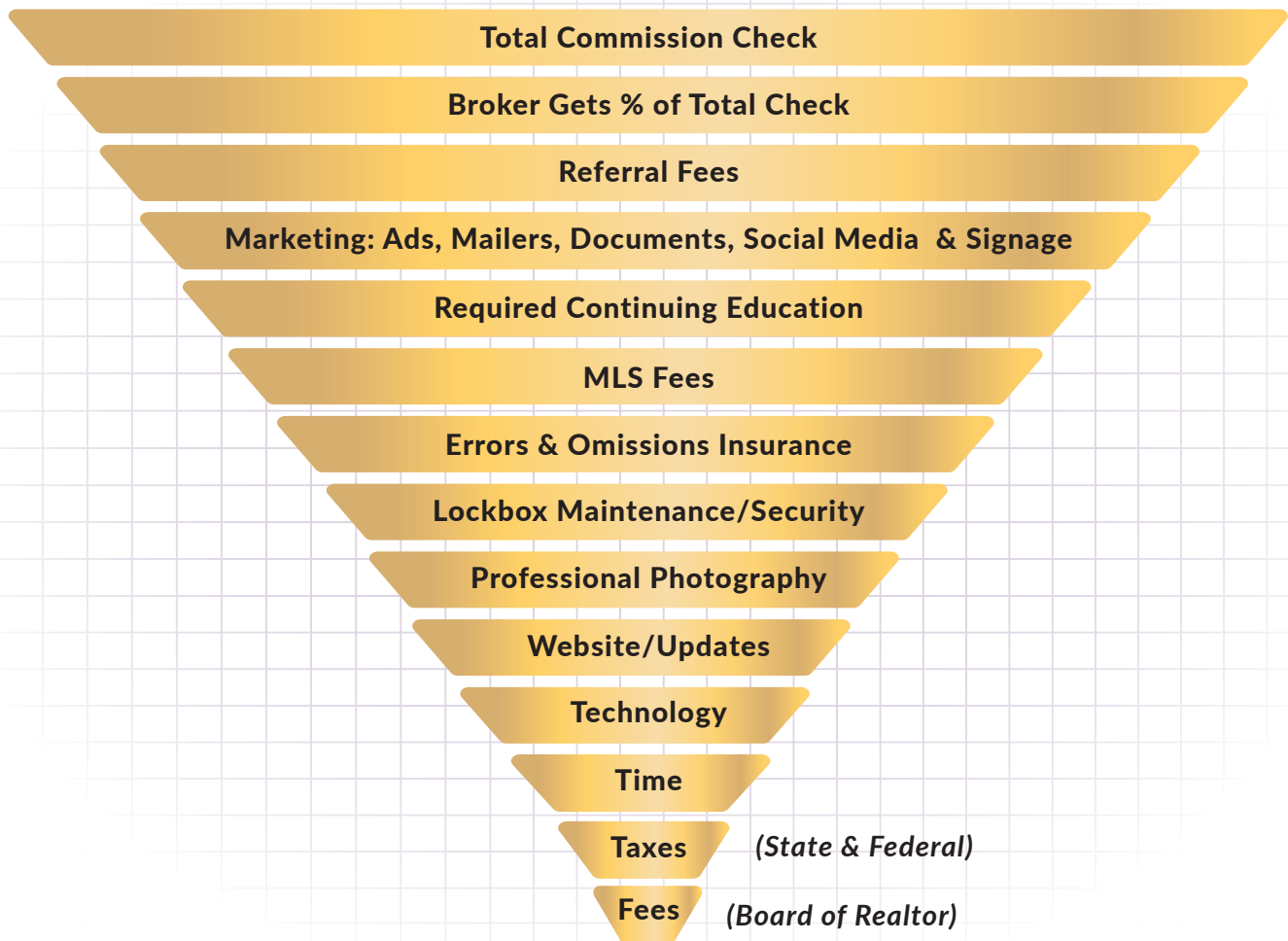
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# THE TRUTH ABOUT HOW *Realtors* GET PAID

Here is the truth about real estate commission. Realtors are self-employed persons who work under a real estate broker. No licensee can perform their duties without a broker. After the brokerage fee is paid the following expenses are deducted from a Realtors commission.

## NET EARNINGS SELLER VERSION



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# Contact Us

Drop me a line or email. I'm always willing to answer questions or schedule a free consultation as you prepare to sell your home.



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