

*Thank you* for allowing me and Team New Bern to assist you with the marketing and sale of your home!



## What Happens Next?

Here's our Checklist and Marketing Plan, & how working together will benefit You!

### Meet Dianne's Team

"Providing outstanding service in Today's competitive real estate market, requires much more than the efforts of a solo agent. That's why I have grown my business to the highest level of Customer Support with Team Specialists, who are here to provide you with Unparalleled Service!"



#### *Julie Marsden* — Team Buyer Specialist

Julie joined Team New Bern in January 2006, and has helped numerous families with their relocation plans! As a result of her involvement in several civic organizations in the downtown Historic District, Julie has been an excellent resource to her buyer clients, on the "happenings" and growth of New Bern, as well as a total familiarity with all the different neighborhoods in this area! Julie works exclusively with our buyers to help them find their perfect home!



#### *Sharon Seawell* — Team Listing Coordinator

Sharon has been a licensed Realtor for nearly 10 years, and has been affiliated with Keller Williams since it's inception in 2005. As a native North Carolinian and a new Bern resident for the past 25 years, Sharon is extremely familiar with our area, and be assisting you with all the details on getting your home ready for sale!

Contact Sharon at 252-639-2221 or email: [Sharon@NewBernHomes.com](mailto:Sharon@NewBernHomes.com)



#### *Cynthia Gustafson* — Team Assistant/Closing Coordinator

Cynthia brings 5 years of customer service and top-notch administrative skills to our team. She holds a NC real estate license and is a GRI (Graduate of the Realtors® Institute). Cynthia's main goal is to keep all of our clients updated on the many details of the closing process, and the progress of their real estate transaction. You will be delighted to chat with her!

Contact Cynthia at 252-639-2201 or email: [Cynthia@NewBernHomes.com](mailto:Cynthia@NewBernHomes.com)



#### *Carrie Gable, & the RealSupport Team*

My "Virtual" Assistants for over 7 years!

An essential component of our team, that you're *unlikely* to meet is RealSupport Inc., our "Virtual" Team members, located just outside of Chicago, IL!

This virtual team undertakes all of our marketing projects from creating our virtual tours and website design, and fuses innovation with experience, to help our team succeed in marketing your property to a successful closing. My RealSupport Team blends creativity with technology, giving our listings the advantage they deserve!



## Our Marketing & REALTOR® TOURS:

- Our distinguished sign will be placed on your property. After the colored, photo-brochures are designed for your home, we will upload all information on MLS for agents to see, and on the website for all consumers to view!
- A secure electronic lockbox will be placed on your home for easy accessibility of showings by other Realtors. When a Realtor uses their electronic key, my update report will automatically show the name and contact information of the Realtor.
- Agent Office Tour: Your home will be added to the Keller Williams PREVIEW LIST, where our company agents will have an opportunity to preview your home on the first Tuesday after you have signed on with us.
- Your home profile and several colored photos will be advertised in our Multiple Listing Service (MLS), exposing your property to hundreds of local Realtors. In addition to entering your property into MLS, we also email a photo-link directly to all New Bern Realtors!
- My VA (Virtual Assistant Team), Carrie and RealSupport, Inc. will design a Virtual Tour with numerous photos and panoramic views, accenting the special features and upgrades of your home. The tour link will be posted on several real estate websites, advertising your property for sale to millions of people on the Internet!
- Your property will also be advertised on my enhanced Realtor.com website, along with numerous photos, a link to the Virtual Tour, extensive information about your property, as well as a scrolling marquee. Realtor.com is the largest portal for home searches in the country, and your "enhanced" site will be far more distinctive than other properties with only one photo!
- Your home will be advertised on numerous Internet Websites, for greater exposure to millions of buyers who search the Internet, including but not limited to the following!  
 NewBernHomes.com, DDunn.com, AllNewBernHomes.com, HomeSeekers.com, Realtor.com, Trulia.com  
 SearchNewBernHomes.com, NewBern-RealEstate.com, KWNewBern.com, KW.com, Come2NewBern.com  
 YahooRealEstate.com

## HOW Do We Handle Appointment & Showings?:

- Appointments by other Realtors to show your home will be made through our company's receptionist desk or through Dianne and Team. All Realtors are encouraged to give as much notice as they can, and we will call you for an appointment as soon as we receive a request.
- So that you don't miss any showings when you are not at home, we would "prefer" to leave a voice mail message for you on your answering system. That message will give you the date and time-frame of the showing, along with the Realtor's name and company. The Realtor will then show your home using their electronic lockbox key, and our company will have a record of that showing.
- We can also arrange for "Confirmed Appointments Only". However, please keep in mind that some buyers are limited with time, and the Realtor may not be able to wait for a confirmed appointment, so they will have to move on to show the next property. That's why we encourage leaving a message about the showing, and allow the Realtor to enter using the lockbox. Naturally, it's your choice.
- It is extremely important that your home be in "Showing Condition" on a daily basis, since it's not always possible for the Realtor to give more than a few hours notice. Many qualified buyers make last-minute decisions on which properties they would like to see, and we certainly want them to see your home in it's best condition! (Please refer to the "Showtime" page that follows to give you helpful hints).

## FEEDBACK from Showings:

- ☑ It's extremely important that we give you feedback from prospective buyers. Unfortunately, however, receiving feedback from busy Realtors is sometimes frustrating for all of us. Phone tag and faxed requests have proved to be unreliable sources. My team subscribes to a new system called HOMEFEEDBACK.com, where we set up a special page on your property, with pertinent information, a photo of your home, and a link to the virtual tour! You will receive a short confirmation email when this is complete.
- ☑ By adding a photo and Virtual tour link to the email request, it helps the Realtor remember the details about your home, since they probably showed a number of homes that same day!
- ☑ After an appointment is made to show your home, my team will enter that Realtor's information into the Home-Feedback system under your special property page. This automatically sends a notification to the showing Realtor, requesting feedback and comments about their buyer's response to your home.
- ☑ As the homeowner, you will be given a "Unique Identification Number" so that you can log onto the HomeFeedback.com site at ANY time, and view all comments that have been received! It's quick, easy and allows us to keep a written record of all showings! If any information about your property changes, we can email all Realtors who have seen your home and quickly give them an update. It's a great system, and most homeowners love it!

## PROGRESS REPORTS:

- ☑ We will email a progress report to you twice a month, showing how many visitors viewed your property listing online!
- ☑ You will also receive automatic notifications from our MLS service, when any properties come on the market for sale in your neighborhood, or when any properties are sold in your neighborhood!
- ☑ You will also receive our RealtyTimes™ monthly Newsletter by email. Each month, we research and post the home-sale statistics for all of the New Bern area, in addition to several specific neighborhoods. These statistics are posted in different price categories so that you can see the home-sale activity in the same price range as your home. This will also show you current trends in buyer activity for the current market.
- ☑ Dianne writes a monthly article for the Community Papers local newspaper, and these same statistics are published every month in one of the local editions.

## WHEN an OFFER is RECEIVED:

- ☑ We will contact you as soon as an offer is received! Therefore, it's extremely important that you notify us when you will be out of town for more than one day, and leave a contact number where we can reach you (or your cell number, provided that your phone is always turned on).
- ☑ Our job is to provide you with all the current information, to assist you in making the best possible decision on the price and terms of your home sale. My years of experience will help on your behalf, in the negotiation process with the buyer's agent.

### **WHAT HAPPENS AFTER an OFFER is SIGNED?**

That's another Check List and Work Plan from Contract to Closing,  
and we'll give that to you when we receive an offer! ☺

*Thank You for your confidence in us,*  
and please feel free to contact me or my Team if you have any questions.

We look forward to providing you the best possible service, to help you get your property sold!

*Dianne*

**Dianne Dunn, Team Leader  
Broker, CRS, GRI, e-PRO®  
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