

What our BUYERS can expect

WHEN WORKING WITH
RED DOOR REALTY



FIRST MEETING & CONSULTATION



- Understanding your goals
 - WHY do you want to buy a house? Do you have a dog who needs some extra room? Looking for a forever home? A 5 year investment? It makes a huge difference in the homes we should be looking at.*
- Untangling the process
- The Ins and Outs of Homeownership
 - What is an escrow account? Which neighbor is in charge of repairing a shared fence? Why did so many people lose houses during the crash of the early 2000s? How can we make sure that never happens to you?*
- Calculating how much home you can truly afford
 - Taxes, insurance, utilities, home owner's association dues, repairs and maintenance. The things that aren't always accounted for that can quickly add to your monthly payments.*

BEHIND THE SCENES



- Intimate knowledge of the GR market
 - NW side? NE side? Dorr to Walker, Caledonia to Rockford? Each area is different. We know these markets, we continuously study the trends of these markets.*
- Area specific info on demographic trends, real estate value history, crime statistics, schools and school ratings, planned commercial development, even traffic patterns of a certain area!
- A custom report for each home we tour
- Designing a “Win-Win” offer
 - The strongest offer isn’t the one that guarantees our client the house. It’s the one that gets them the house on terms that work for them.*
- All communication and negotiation with sellers
 - As tempting as it can be to talk directly to the sellers of the property you want, it more often hurts our position than create trust with the other party like intended. Something as simple as telling a seller why you’re moving can kill negotiations!*



GOING ABOVE AND BEYOND

- Clear care and communication throughout entire transaction
 - Never be left wondering what’s happening or what’s next. Buyers should be kept in the loop for every moving part of a transaction.*
- Free cleaning service to clean entire home before move in
- Education and protection against hackers & wire fraud
- Breaking the ice with your closest neighbors by an introductory post card
- Connecting with local lenders weekly for information on loan programs and incentives
 - Are you a teacher? Student? Government worker? First-time buyer? There are programs that will save you hundreds (sometimes thousands!) on your mortgage costs*

What our SELLERS can expect

WHEN WORKING WITH
RED DOOR REALTY



BEFORE WE LIST

- Checklist of recommended changes to your home to ensure optimal pricing
- In-depth analysis and expert advice on pricing strategy for optimal results Including pre-listing appraisal if necessary at no charge
- Free cleaning service to clean entire home
- Free consultation with professional home designer/stager
- Free basic staging with professional home designer/ stager
- Professional staging services, as needed, to attract buyers (optional full staging available at extra charge)
- 360 Degree Picture Virtual Walk Through of Your Home to sell
- I-Guide photography which gives exact specific measurements, floor plans, room sizes, etc.
- Floor plans and measurements both inside and out
- List of reputable vendors for any work required
- Red door's own digital marketing specialist to maximize online presence
- Meeting with marketing specialist to identify your home's upgrades and features that you, as the homeowner, find important
- Professional photographer to capture interior and exterior images
- Professional videography to create a high definition 2 to 4 minute virtual property tour with description of your home
- Drone photography
- Synched lock box to track realtor showings and elicit feedback the next day, which is then sent to you to keep you in the loop.



WHEN WE LIST

- Send a report on our marketing efforts and results twice per week
- Inform you of any market changes, mortgage rate fluctuations, sales trends, absorption rate, or any other factors that may affect the value or marketability of your home
- Provide you marketing materials to share with your neighbors, connections, and your personal social media pages
- High Quality, full color four-page brochure featuring your home
- An individual property website specific to your home
- Search engine optimization (SEO) of all marketing materials by digital marketing specialist for maximum online exposure
- All materials cell phone compatible (91% of buyers use cell phones in their home search according to National Association of Realtors)
- Online mortgage calculator to help buyers decide if they can afford to purchase your property
- Pre-Market information to potential buyers currently searching with “coming soon” campaign on various social media and internet sites
- Marketing to local, national, and international agents
- Virtual property tour added to our YouTube Channel with description crafted to enhance search engine optimization
- Boost target market paid advertisement on social media
- Creating cookies on the back end of the marketing to capture and create a target audience

- Weekly Facebook ad campaign exclusively to people who are categorized with a “likely to move” residential profile per Facebook analytics
- Instagram posts about your home to reach a younger market
- Immediate follow-up with online interest or inquiries by phone or by sending video response via text or email
- Cooperate with all real estate companies in Grand rapids association of realtors and surrounding counties using multiple MLSs
- Contact preferred lenders for any prospective buyers in their network
- Send property specific information to our internal buyers’ agents who receive hundreds of inquiries monthly
- Contact agents to request feedback after home is shown, which we then forward to you
- Perform a reverse prospecting search to identify prospective buyers in MLS
- Send direct mail and email flyers about your home to our database of clients
- Mass mail a full page colored glossy “just listed” postcard to approximately 500 people in your specific neighborhood
- Hand deliver high quality, 4-page colored brochures to 100 immediate neighbors with a “pick your Neighbor” letter attached and text feature
- 4-Page colored brochures featuring your home’s highlights
- Mass mail “just listed” cards to your neighborhood and target areas with multiple homes