

MILLE LACS REALTY WILL WORK HARD FOR YOU, THE SELLER.

When you employ **MILLE LACS REALTY** to market your property, you benefit from our experience in, and knowledge of the area.

We are the sales leader in the Mille Lacs area for almost 40 years. No other company lists or sells more real estate on Mille Lacs lake and the surrounding area!

Even in a tough market we had another good sales year - with almost **10 million dollars in sales** and **over 75 properties sold - over 25 lakeshore properties sold** - we are without question the leader in our market area !

Our Brokers and Agents are local residents, living in the Community for many years. We believe strongly in the attractiveness of our area as a good real estate market. **Our agents are all REALTORS and members of the MN. Association of Realtors.** We pride ourselves in our personal service, professionalism, and willingness to do more for YOU, never losing sight of the emotional and financial importance of your home sale.

Our **3 Prime Location Offices** in **Isle, Onamia and Garrison** catch the eye of potential BUYERS traveling around Mille Lacs and to the many Surrounding Lakes and they stop in to see what is for sale. Your property will get tremendous exposure to Buyers. We have extensive lists of potential buyers!! Most of our lakeshore buyers are from the twin cities!

We find that placing a sign at the property is one of the most effective selling tools, initiating call-ins and walk-ins inquiring about your property.

Our website, www.millelacsrealty.com, received over 3 million hits in 2010 – an average of **251,000 hits per month** – we believe it is the **most used site in the lakes area**. We find buyers are using the internet more than any other means to locate properties in our market area. Our site averages over **134,000 visitors per year** –our recently updated site is **EZ to use** and buyers tell us it is the **# 1 way they keep track of listings on Mille Lacs lake and the surrounding area !!**

When you list with **Mille Lacs Realty**, your property will be listed not only on **our website**, but also on both the **Twin City** and the **Brainerd MLS** as well as many popular **Real Estate** websites – both local and national, such as **Google Maps, Yahoo Real Estate, AOL Real Estate, Trulia, Zillow, Front Door by HGTV** and many more.

Be sure your property gets this kind of exposure to potential buyers !

OBJECTIVES:

You are represented throughout the listing and selling process with these objectives in mind:

- Obtain the highest value possible.
- Complete the process in a reasonable time period.
- Accomplish the sale with the least amount of inconvenience.

MARKETING PLAN:

Our objectives in listing and marketing your property are as follows:

- Secure qualified buyers to purchase your property.
- Assist you in getting the highest dollar value for your property, with the least number of problems to you.
- Communicate the results of our activities to you. We will be working as your partner to get your property sold, remember if we don't get results, we don't get paid.
- Constantly look for the best possible methods of exposing your property to potential buyers in the marketplace.

To accomplish these objectives, the following marketing plan will be used to sell your property.

- **Your property will be listed on the Twin City and Brainerd MLS.**
- Advertise-we are aggressive in our on line campaign- we have a very active website for our listings, which are also featured on many popular local and national Real Estate websites. We also do traditional print advertising in local newspapers and select real estate publications.
- Submit copies of your listing to our sales staff for their potential buyers.
- Develop a list of features and benefits of your property for the cooperating agents to use while showing to their potential buyers.
- Suggest and advise you as to any changes you might want to make in your property to make it even more appealing to potential buyers.
- Regularly update you as to any change in current market conditions.
- Inform surrounding property owners in the neighborhood.
- Maximize exposure through a professional sign on the property.
- Pre-qualify, when possible, all prospective buyers, and provide them with an aggressive loan officer to contact who works with properties in our area.
- Follow up on the salespeople that have shown your property to their prospective buyers.
- Aid you during the presentation of all contracts by agents and help you in negotiating the best possible price and terms on your home.
- Handle follow-up and keep you informed on closing procedures after your property has been sold.

HOW IS THE PRICE OF A PROPERTY DETERMINED?

Determining a property's market value is a complex procedure that involves cooperation between the Real Estate Agent and the Owner of the property.

The methods used to determine the price for your property are:

- **Market Data Approach:** The subject property is compared with other similar properties that have been sold in the area(comparative) - and are now for sale (competitive).
- **Cost Approach:** The cost to rebuild is calculated and adjustments are made for factors such as age and condition.

As a general rule, we place primary emphasis upon the **Market Data Approach** because it is the most accurate reflection of the current real estate market value. The method we use to determine a listing price by the **Market Data Approach** is called a Comparative and Competitive Market Analysis(CMA).

Dangers of Overpricing:

- If your property should sell at an inflated price, a low appraisal will make financing more difficult, possibly even costing you at the sale.
- It reduces the sale associates' activity and enthusiasm.
- It reduces advertising response.
- It discourages qualified buyers from making a realistic offer, based on their education of the market.

HOW WILL MY HOME BE SHOWN?

A Broker/Agent from our firm or a secretary will always attempt to notify you before your property is shown. If an Agent from another company wishes to show your property, that appointment will also be arranged through our office. Occasionally, we will be unable to contact you, for that reason we need to have a key available so that the property can still be shown and a possible sale is not lost. If someone stops by and wants to inspect your home without an appointment, we recommend that you do one of two things:

1. Ask them to wait while you call our office and have one of our Brokers come to the house to show it.
2. Give them one of the cards your Agent left with you and ask them to call us for an appointment.

These suggestions are made for your own protection. We want every person who goes through your home to be a qualified buyer. We will try to give you suggestions on how to improve the “showability” of your home. Naturally, a home that is very neat and clean inspires more confidence in the buyer. Our experience has shown that it is easier to sell a home to a relaxed buyer. We feel it contributes to a more successful showing if the seller is either not at home or avoids contact with the buyer. If any questions arise we will certainly contact you. From time to time we will advise you of the results of the showing.

WHAT IF SOMEONE WANTS TO BUY MY PROPERTY?

When a prospect is ready to buy, an “offer to purchase” will be written. This is a legal document, which, when signed by both buyer and the seller, becomes a binding sales contract. The Purchase Agreement will contain all of the terms and conditions of the sale, such as:

- Purchase price
- Financing terms
- Any special contingencies
- Amount of earnest money
- Acceptance date
- Closing date

The Purchase Agreement will be thoroughly explained by your Agent.

WHERE WILL THE BUYERS GET THEIR MONEY?

It is our business to be familiar with the types and terms of financing that are available in the current market, and to help the buyer obtain the money he needs to complete the purchase of your property. The purchase of real estate is most commonly financed by one of the following methods:

- Conventional Financing
 1. Banks, Credit Unions, or Savings and Loans. (This is the most common source).
WE refer Buyers to Loan Officers who know our market!
- Cash:
 1. Buyer has funds from other sources.
- Owner Financing
 1. Contract for Deed
 2. Second Mortgage

WHAT DOES MY AGENT DO TO CLOSE THIS SALE?

It is your Agent's responsibility to coordinate the paperwork and other activities prior to closing. Typical of the many details to be handled are:

1. Assist the buyer in obtaining the necessary financing, and arranging for the appraisal.
2. Have the Abstract of Title updated.
3. Arrange for the Title Opinion or Title Insurance.
4. Assist in finding a closing company to close the sale. The closing company then arranges the closing, prepares the documents, and prepares a closing statement showing your expenses and expected proceeds that you will receive at closing.
5. Assist in clearing the title, if necessary, and assist the closing company to pay off your mortgage(s), if applicable.
6. Arrange the septic and well inspection, if necessary, and have Sewer and Well Disclosure Statements in file.
7. Have the electric meter and gas meter read on the day of closing.
8. Arrange a date and time for closing, and act as your representative at the closing, and Deliver a check to You.

WHAT DO YOU, THE SELLER, DO AT THE SALE ?

You hired us to close the sale for you. Unless some complications arise, all you have to do is:

1. Sign the Deed at closing.
2. Sign the closing documents that are required to close the sale.

TIPS FOR SELLING YOUR HOME

First impressions are important. If the outside of your home does not look well kept, customers will hesitate to inspect the interior. Also, keep the interior of your home as neat and clean as possible. Uncluttered rooms look larger and more attractive to potential Buyers.

Typically, there is no need to completely redecorate. If there are walls that need painting or cleaning, woodwork that needs varnish, or other miscellaneous items that could be easily completed, it is highly recommended that you do so. This will aid in the sale of your home.

- Clean windows always help & fix loose door knobs, sticky drawers, etc.
- Leaking faucets always raise questions about plumbing & are easy to repair.
- Keep stairways clear of all unnecessary objects to avoid possible injuries.
- Keep your home at a comfortable temperature & keep the air smelling fresh.
- Try to keep pets outside the home during a showing and clean up pet droppings in the yard.
- A neat closet with clothes and shoes organized will make the smallest closet look ample.
- Lighting is important, leave your window coverings open for daytime and lights on for evening showings. Light makes your rooms appear larger & more appealing.
- A bright, cheerful kitchen and a bright refreshing bathroom are always impressive.
- Keep radio, television and stereos off at all times during a showing, they are very distracting to buyers.
- Please let the Salesperson show your home to the Buyer, as a buyer will be more at ease, and if any questions arise, the salesperson will get the answers from you when needed.
- Make sure all appliances and mechanical systems are in proper working order unless otherwise noted on the Seller's Disclosure Statement.