

Value Service Plan



With over 12 years of selling real estate and closing over 300 properties, I have found that one plan does not fit the needs of all my clients! That is why I have developed a menu of services which allow my clients to choose the level of service that best fits their needs.

You have already made one decision that you need or want to sell your home. You've made a **great decision to hire Susan Botticelli** to manage the sale of your home! Now you need to choose a plan that fits your personal needs. Excellent communication and service is provided with all plans!

Value Service Plan #1- 6% value service fee paid at close of escrow

Full service marketing enhances the sale of your home! Susan provides:

- Real estate sign, directional signs, lock box, professional flyers.
- MLS placement, website www.RanchoSanDiegoLifestyle.com, video tour.
- Email marketing to buyer's agents and neighborhood.
- Postcards and flyers delivered to agents and neighborhood surrounding your home.
- Open houses, broker's open house, home staging services, advertisement in newspaper, magazine advertisement, Voicepad recorded message and direct connect response.

Value Service Plan #2- 5% value service fee paid at close of escrow

Susan represents the seller and a cooperating agent represents the buyer. Susan provides:

- Real estate sign, lock box and professional flyers.
- MLS placement as well as website www.RanchoSanDiegoLifestyle.com and KW.com
- Email marketing to buyer's agents and neighborhood surrounding your home.
- Voicepad recorded message and direct connect response.

Value Service Plan #3- 4% value service fee paid at close of escrow

- Susan markets your property and represents both seller and buyer. Susan provides all the services in plans #1 and #2!

Value Service Plan #4- 1% value service fee paid at close of escrow

You plan to find your own buyer and you need Susan to manage your sale. Susan provides:

- Professional real estate yard sign announcing your home is for sale. You show your home and agree on price and terms with your buyer. You arrange for flyers and advertisements.
- Advertisement on Susan's website: www.RanchoSanDiegoLifestyle.com .
- Purchase contract, all required disclosure forms, open house signs for your open houses.
- Susan manages and consults with you assisting you with a successful close!
- Referrals for the best services you will need to connect with: escrow and title services, home inspections, pest control companies, home repair, lenders and other professionals.