

## KAREN KRUSCHKA'S MARKETING SERVICES

- ✓ DEVELOP AND REVIEW WITH YOU A COMPREHENSIVE MARKET ANALYSIS TO ASSIST YOU IN ESTABLISHING A SALES PRICE THAT WILL MAXIMIZE YOUR RETURN.
- ✓ MAKE RECOMMENDATIONS ABOUT STAGING YOUR PROPERTY TO ENHANCE ITS' SHOWING POTENTIAL.
- ✓ PREPARE IN-HOME MARKETING MATERIALS THAT INCLUDE  
COLORFUL BROCHURE WITH BOTH INTERIOR AND EXTERIOR PHOTOS, A SPECIAL FEATURES PAGE, AREA INFORMATION PAGE AND A VITAL STATISTICS PAGE SHOWING ROOM SIZES, CONVEYANCES, TAXES, ETC.
- ✓ CREATE AN ON-LINE VIRTUAL TOUR OF YOUR HOME TO BE DISPLAYED ON MAJOR WEB PORTALS AND WEB SITES SUCH AS YAHOO.COM, RE/MAX.COM, REALTOR.COM, WASHINGTONPOST.COM, AND CRAIGSLIST.COM
- ✓ A RIDER WILL BE ATTACHED TO THE "FOR SALE" SIGN THAT WILL PROVIDE A LINK TO THE ONLINE TOUR OF YOUR PROPERTY
- ✓ ENTER THE LISTING IN MLS AND INTERNET SITES WITH ATTENTION TO DETAILS ABOUT THE PROPERTY, SCHOOLS, TRANSPORTATION AND DIRECTIONS TO THE HOME. ALL MY INTERNET LISTINGS INCLUDE PREMIUM BANNER ADS AND ADVERTISING COPY.
- ✓ MAINTAIN REGULAR CONTACT WITH YOU TO ADVISE YOU OF FEEDBACK FROM REALTORS® THAT HAVE SHOWN THE PROPERTY.
- ✓ KEEP YOU INFORMED OF ANY MARKET CHANGES (NEW LISTINGS AND HOMES JUST SOLD) THAT MAY HAVE AN IMPACT ON THE SALE OF YOUR HOME.
- ✓ RECEIVE ALL PURCHASE OFFERS AND REVIEW THE DETAILS WITH YOU TO MAKE CERTAIN YOU ARE THOROUGHLY FAMILIAR WITH ALL THE TERMS AND CONDITIONS OF THE OFFERS, VERIFYING THAT THE PURCHASER HAS RECEIVED LOAN APPROVAL BEFORE YOU AGREE TO ACCEPT ANY OFFER.
- ✓ DEPENDING ON THE OFFER, I WILL MAKE RECOMMENDATIONS AS TO POSSIBLE COUNTEROFFERS THAT WILL AMEND FAVORABLY THE TERMS OF THE ORIGINAL OFFER.
- ✓ RECOMMEND QUALIFIED CONTRACTORS FOR ANY INSPECTIONS OR REPAIRS THAT MAY BE REQUIRED OR THAT YOU AGREE TO DO.
- ✓ MAINTAIN CONTACT WITH THE PURCHASER'S LENDER AND KEEP YOU APPRIZED AS TO THE STATUS OF THE PURCHASER'S LOAN.
- ✓ BE PRESENT AND REVIEW ALL DOCUMENTS WITH YOU AT SETTLEMENT.



**KAREN KRUSCHKA**  
RE/MAX Allegiance

703-690-6569 or 800-250-9989

[e-virginiarealestate.com](http://e-virginiarealestate.com)

