

**BUNBURY
& ASSOCIATES
REALTORS®**



THE BUNBURY ADVANTAGE
A HOME SELLER'S GUIDE

WFI COME TO



West Madison/Fitchburg

6180 Verona Rd.,
Madison, WI 53719
608.441.7777

East Madison

3810 Milwaukee St.,
Madison, WI 53714
608.246.7777

Middleton

6650 University Ave.,
Middleton, WI 53562
608.662.7777

Downtown Madison

119 W. Washington Ave.,
Madison, WI 53703
608.310.5777

Baraboo/WI Dells

830 Hwy. 12, Ste. 5,
Baraboo, WI 53913
608.356.7720

Sauk Prairie

2000 Prairie St., Ste 100
Prairie du Sac, WI 53578
608.643.8525

Dodgeville

520 E. Leffler St.,
Dodgeville, WI 53533
608.930.7771

Edgerton/Janesville

2 E. Fulton St.,
Edgerton, WI 53534
608.884.7779

Black Earth

1527 Hwy 14,
Black Earth, WI 53515
608.767.7677

Commercial

6180 Verona Rd.,
Madison, WI 53719
608.443.2100

Relocation

6180 Verona Rd.,
Madison, WI 53719
608.443.2111
877.233.RELO (7356)



We offer you everything you will need under one roof.



Bunbury & Associates Realtors®
Home Services



Bunbury & Associates Realtors®

We have several convenient locations to serve you.

Bunbury Concierge Services

Assists you in locating reputable businesses to help with all of your moving, maintenance and financial service needs.

RBA Title Services

We make the closing process go smoothly.

B-SOLD

B-SOLD (Bunbury Speedy Online Lead Dispatch), a full-time department equipped with Real Time Web-Based Response Technology. Electronic requests for more information will be returned promptly.

UHP Home Warranty Plan

We offer our Sellers an opportunity to purchase a service plan for added protection against mechanical failures in the home during their listing and to our buyers for one year after the closing—payable at closing.

Bunbury Relocation Services

Helps businesses all over the world transfer and recruit employees to and from Madison and surrounding counties.

Bunbury i-Find

Our website features a state-of-the-art mapping system to allow users to pinpoint all homes for sale in any geographic range throughout South Central Wisconsin.



BEGINNING THE HOME SELLERS PROCESS

We are delighted that you have chosen Bunbury & Associates Realtors® to be your partner in helping you sell your home.

We know selling your home can seem like an overwhelming task given the legal complexities and the myriad of details that are part of the process. We are here to help you through the entire process—from

marketing your home and finding a quality buyer, to the final steps of closing. We are committed to making the experience as smooth and stress-free as possible, always striving to get you the best price for your property. It's really simple. You're important to us and we hope you feel that—every step of the way.

A Letter from Tom Bunbury

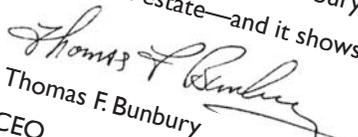
Since first opening Bunbury Realty in 1985, it has been my belief that if you start with great and talented people and give them the tools to succeed, you can have an impact far beyond your expectations. That's why at Bunbury & Associates Realtors® we strive to retain the most experienced and successful associates.

While the company name has changed over the years, our mission statement at Bunbury & Associates has remained the same. We know that to continue excellence, we must remember what is really important to both you our customer and our business—taking time to listen, helping to determine exactly what your needs are and working diligently to make sure those needs are met.

Whether you are in the market to buy your first home or are choosing to sell and move up, our reputation has proven that we are committed to assuring you a successful real estate experience.

Our agents average many years of experience in real estate and are supported by a company that provides them with the latest technology along with a wealth of other resources to help you every step of the way.

From educating you on the home buying process to helping you get your home ready to sell, at Bunbury & Associates Realtors® we have mastered the art of real estate—and it shows.


Thomas F. Bunbury
CEO

Company Standard

Our company commitment to quality is well known, from the simple elegance of our sign to the extraordinary caliber of our services.

RELOCATION

The Business Services and Deferral Division of Bunbury & Associates Realtors® offers a full range of relocation services to individuals and families moving into or out of the area. We also assist local companies and agencies in their recruiting efforts.

Our relocation professionals provide pre-arrival counseling to answer questions early on and arrange orientation tours when candidates and transferees visit the area. Anyone considering a move needs accurate and timely information on schools, housing and more, and an overview of the new community.

Our experienced and knowledgeable associates are specifically trained in relocation. They listen and they understand. Bunbury & Associates aren't just helping people find houses - they're helping people make the new community their home.

OUR SERVICES

Our dedication to delivering a positive customer experience ensures both candidates and transferees personalized service to meet their individual needs and help them make the right decisions. Our professionals understand the disruptions that relocation may bring and are here to ease the demands on transferees and their families.

Destination Services:

- Pre-arrival counseling
- Relocation packet and community e-Guide in CD format
- Area orientation tours
- School, daycare and eldercare information - appointments on request
- Temporary housing
- Fee-based rental program
- Agent matching
- Home finding - Buyer Agency available
- Moving services
- International resettlement
- Closing services - RBA Title, Home Warranty, Mortgage, Concierge

Departure Services:

- Home sale and pre-marketing assistance
- Inventory property management
- Closing services - RBA Title, Home Warranty, Mortgage, Concierge

THREE KEY STEPS IN THE SELLING PROCESS

Preparation

- Knowledgeable evaluation of your property and preparation of a market analysis
- Tips on preparing your property for sale
- Design and preparation of marketing materials

Marketing

- Every home is unique. Your agent will create a marketing plan to show your home in the best light.

Closing the Sale

- Negotiating the sale
- Communicating between all agents, buyers and sellers
- Inspections, appraisals, document preparation and title insurance
- Handle all follow-up work, including continued contact with lenders and title companies to ensure a smooth closing
- Scheduling, preparing for, and attending the closing



HOW WE DETERMINE YOUR PROPERTY'S VALUE AND MARKETABILITY

A Competitive Market Analysis (CMA)

is designed to estimate the value of your property under current market conditions. It is, by definition, the highest price your property will bring on the open market today.

A CMA is a very time-sensitive assessment, and is assembled by first inspecting the property itself.

It incorporates some, if not all, of the following factors:

Current competitive listings

If there are a large number of properties for sale in your neighborhood, there are more choices available for buyers. This creates more competition for your property.

Comparable listings that have recently sold

When we look at properties that have sold and compare their list price to the actual selling price, we learn a lot about the strength of the market, and the value buyers are

assigning to properties in your area.

This helps us set a price that's most suitable to your property and more apt to entice buyers, while also insuring you are happy

COMPARATIVE PRICING PRESENTATION

PRESENT COMPARABLES

PENDING COMPARABLES

SOLD COMPARABLES

MANY FACTORS AFFECT THE VALUE OF YOUR PROPERTY

Factors WITHIN Our Control

Listing price and terms offered

A thorough Competitive Market Analysis will give a realistic guide to help you estimate the best price in today's market.

Condition of property - inside and out

By the following simple steps outlined on the "How You Can Fine-Tune Your Property To Get It Ready To Show" page, we can make sure your property has every advantage of standing out over the competition.

Promotional strategy and ease of showing

We will formulate a marketing plan tailored to your property, outlining the most effective steps to help sell your property as quickly as possible, and for the best price.

Factors BEYOND Our Control

Physical features

Location of property, size of house and lot, floor plan, and architectural style.

Market conditions

Buyer demand, price of recently sold properties, interest rates, general health of the economy, and time of year (seasonal demand).

The competition

The number of similar properties currently on the market, with comparable locations and physical conditions.

STEPS IN THE BUYING/SELLING PROCESS

Buyer decides to buy a new home/property
Buyer selects real estate agent
Discuss financial aspects, preapproved letter, and buyer's needs
View homes that meet the buyer's requirements
Select home—write and present offer
Possible Contingencies

Homeowner decides to sell
Seller selects real estate agent
Seller prepares the home for marketing
Broker/Agent markets the home
A showing results in an offer through the listing agent
Possible Contingencies



Buyer makes mortgage applications, credit report
Offer accepted
Arrange for inspections
Arrange for roofing, plumbing, well, septic, certificates, if necessary
Appraisal and Mortgage approval
Title Company searches title
Arrange for closing date
Pre-closing Inspection
Closing
Possession

COMMON PRICE OBJECTIONS

“Another Agent said it was worth more.”

“Our home is nicer than those houses.”

“We can always come down on price.”

“We have to get that much for our home.”

“My neighbor was able to get this price.”

“The buyers can always make an offer.”

WHAT HAPPENS IF YOUR HOME IS OVERPRICED?

It reduces buyer activity.

It attracts the wrong prospects.

It helps sell the competition.

It causes appraisal problems.

It extends market time.

We can help you set the price that will sell your property as quickly as possible, as well as get you the most the market will bear. Setting the right price can be tricky, and is best left to people who know the market. We can help take the guesswork out of this crucial step. Don't take a chance—put us to work for you.

SELLING YOUR HOME ON YOUR OWN

It's Harder Than You Might Think
Here are some points to consider:

You may place the security of your home and yourself at risk.

Ads and "For Sale By Owner" sign tend to invite anyone and everyone to inspect your house. You have very little control and no opportunity to pre-screen potential buyers.

The advertising resources available to you may be limited.

Along with the placement advantages we receive from frequent newspaper advertising, Bunbury & Associates also attracts buyers through the Multiple Listing Service, Internet and numerous networking avenues.

You may not know the marketplace well enough to establish the best price for your home.

If your property is priced too high, you may lose buyers.
If you ask too little, you stand to lose a great deal of money.

Home inspections can be difficult to navigate.

A realtor has the experience to guide you through the inspectors report and assist you in finding reliable contractors to get the job done.

Without good advertising and professional help, your home may be on the market too long.

This makes it harder to sell, even if you ultimately decide to list with a real estate company. People might think your property has not sold because there is a problem with it.

Buyers often need assistance with financing.

That is a job best left to a trained professional.

Unless you are skilled in the art of compromise, you may not be able to effectively close your sale.

The "Give and Take" aspect of the sale of a home must be skillfully negotiated before a transaction is successfully completed.

Coordination of arrangements and the paperwork involved with a home sale require many hours.

Especially if you are not well-versed in real estate. You also stand a chance of making costly mistakes, or overlooking important details.

WHY TAKE CHANCES WITH YOUR MOST VALUABLE ASSET?

*Put Bunbury & Associates Realtors[®]
to work for you today!*

BUNBURY ADVANTAGE MARKETING PRESENTATION

MARKETING YOUR HOME

How A Thorough Marketing Plan Helps Sell Your Property

Here's what we'll do:

- Enroll your property in the Multiple Listing Service.
- Design and distribute property feature sheets with photo and make them available to prospective buyers previewing your home.
- Suggest possible changes that may make your home more marketable. Our concierge department can help find the right contractor for you.
- Personal promotion of your home with Brokers, Realtors, Loan Officers and other business professionals.
- Present your home in Madison or local newspapers.
- Respond promptly to any phone or web inquiries on your home.
- Facilitate a showing whenever possible with extended hour showing line.
- Utilize our experienced relocation department to present your home to any interested families new to the area.
- Utilize our Bunbury & Associates Realtors® reflective home yard sign.
- Feature your home on BunburyRealtors.com, as well as several Multiple Listing Service sites on the internet.
- Contact all Realtors who show your home in a timely manner to determine the results of each showing.
- Utilize our knowledgeable, experienced staff to ensure private showings are coordinated in a professional manner.

ONLINE

www.BunburyRealtors.com

The internet is increasingly becoming the go-to place for potential home buyers. According to the National Association of REALTORS®, currently 84 percent of home buyers use the internet to search for a home, up from just 2 percent of buyers in 1995.

At www.BunburyRealtors.com, your property is strategically positioned to ensure maximum exposure to the growing web audience. With access to your online listing 24/7/365, people who use the internet will be able to see information about your property anytime, anywhere (*Pew Internet: Internet Penetration and Impact*, 4.26.06).

Your Bunbury & Associates online listing may include:

- Up to 12 color photos
- A description of the property, with its features and attributes
- A phone number or email contact for more information
- Virtual Tours inside and out

In addition to www.BunburyRealtors.com, your property will also be featured on the 30+ additional websites.



**BUNBURY
B-SOLD**

With B-SOLD (Bunbury Speedy Online Lead Dispatch)—a full-time department equipped with Real Time Web-Based Response Technology—any potential Buyers who want to learn more about your property can request more information online and will be contacted promptly.



With Bunbury i-Find, Bunbury & Associates is making the search for the perfect home as easy as the click of a mouse. Our state-of-the-art mapping system allows users to pinpoint all homes for sale in any geographic range throughout South Central Wisconsin.

WEBSITES YOUR PROPERTY WILL BE ADVERTISED ON:



Bunbury Realtors
www.BunburyRealtors.com



Wisconsin Homes
www.WisconsinHomes.com



Realtor.com
www.Realtor.com



hotpads.com™
The place to find your place™



Start your home buying and selling with OpenHouse.com



RELOCATION.COM



enormo

oodle
the search engine for local classifieds



THE "ONLINE" OPEN HOUSE

Buyers can view all our listings on www.BunburyRealtors.com and find photo slide shows, virtual property tours, and listing details.



Listing Details



Photo Slide Shows



Virtual Property Tours

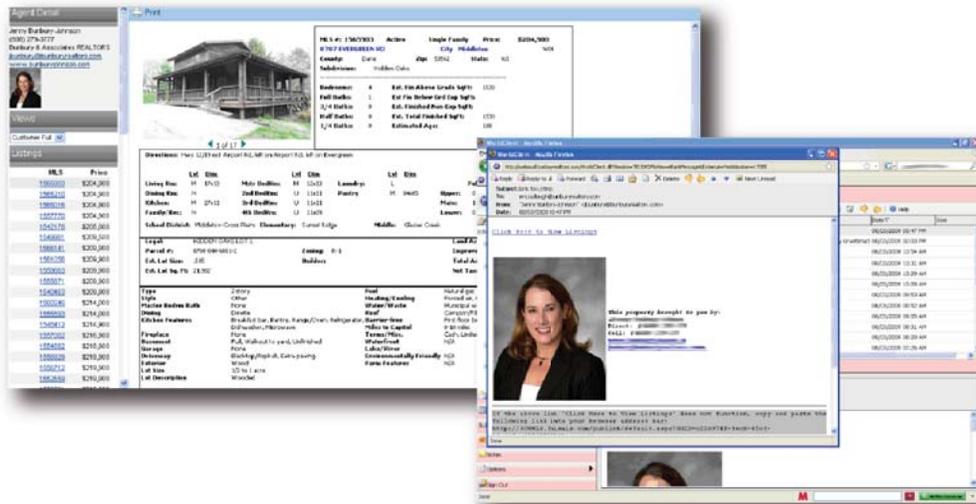
ELECTRONIC BROCHURES & LISTING DATA SHEETS

Our agents can send full color detailed brochures electronically to buyers anywhere at anytime.



AUTO "DRIP" EMAILS

Buyers receive up to the minute listing information as new listings hit the market, prices change, or new information is added.



iPHONE & IPOD TOUCH APPLICATION & MOBILE FRIENDLY WEBSITE

Buyers can easily our listings via their smart phone.



BUNBURY i-FIND MAP SEARCHING

State-of-the art mapping system that allows users to pinpoint all homes for sale in any geographic range throughout South Central Wisconsin. Includes market statistics.

I-FIND MAP SEARCH

Property Count: 88
 Find

Click on a house icon in order to see more information. Click more details to see a detail page.

2210 Clark St
\$119,900
1 Beds 1.0 Baths
[More Details](#)

Gallery View List View

MAP SUMMARY

	Address	City	List Price	Beds	Baths	Lot Size
	6241 Charing Cross Ln C	Middleton	\$75,900	2	1.5	0
	2564 Branch St 15	Middleton	\$94,900	2	1.0	0
	7402 Century Ave 101	Middleton	\$95,900	2	1.0	0

Stats

	High	Average	Low
List Price	\$799,000	\$320,235	\$75,900
DOM	1,288	208	4
SqFtPrice per SqFt	5,715/ \$249	2,093/ \$151	480/ \$75
Beds/Baths	6/4.25	3/2.13	1/1
Est. Lot Size (SqFt)	69,086	17,107	2,294

Single Property Mapping Feature

LISTING ACTIVITY REPORT

Comprehensive report generated for sellers showing website hits, marketing summaries, and showing feedback.

Cancelled Showing Information			
Date/Time	Type	Comments	Agent Type
Mon May 05/11/2009 02:30 PM	SHOWING		
Sun May 05/17/2009 04:30 PM	SHOWING		

Advertising Information			
Date	Product	Posted	
05/03/2009 12:00 AM	WI State Journal Open House	Y	
05/17/2009 12:00 AM	WI State Journal Open House	Y	
05/22/2009 12:00 AM	City and Country	Y	
06/07/2009 12:00 AM	WI State		
06/19/2009 12:00 AM	City and Country		
06/28/2009 12:00 AM	WI State		
07/12/2009 12:00 AM	WI State		
07/17/2009 12:00 AM	City and Country		
07/19/2009 12:00 AM	WI State		
07/26/2009 12:00 AM	WI State		
08/09/2009 12:00 AM	WI State		
08/14/2009 12:00 AM	City and Country		
08/16/2009 12:00 AM	WI State		

Active Showings Information			
Date/Time	Type	Comments	
Tue May 05/05/2009 10:45 AM	PREVIEW		

Open House Information	
OpenHouse Date	OpenHou
May 17, 2009 1-3	Jenny Bu
June 14, 2009 1-3	Todd Joh
June 28, 2009 12-2	Kay Skic
July 12, 2009 1-3	George S
July 19, 2009 12-2	Jenny Bu
July 26, 2009 1-3	Todd Joh
August 9, 2009 1-3	Jenny Bu
May 3, 2009 1-3	Todd Joh

360Ad Activities	
Publisher	
channel3000.com	
madisonmagazine.com	
schoolinfosystem.org	
thedailypage.com	
zmeto.com	



Prepared By..
Jenny Bunbury-Johnson



Listing Activity Through 08/19/2009
1 Country Glen Cir, Madison, WI 53719



MLS Number: 1556563
Listing Date: 04/27/2009
Listing Price: \$299,900
Listing Agent: Jenny Bunbury-Johnson
Days On Market: 113
Expiration Date: 09/27/2009

Multi-Media Information		
Type of Media	Total	
Photos	22	
Panoramas	3	

Weekly Web View Date Range	Weekly Total Views
04/26/2009 - 05/02/2009	79
05/03/2009 - 05/09/2009	65
05/10/2009 - 05/16/2009	58
05/17/2009 - 05/23/2009	23
05/24/2009 - 05/30/2009	14
05/31/2009 - 06/06/2009	1
06/07/2009 - 06/13/2009	6
06/14/2009 - 06/20/2009	15
06/21/2009 - 06/27/2009	63
06/28/2009 - 07/04/2009	24
07/05/2009 - 07/11/2009	22
07/12/2009 - 07/18/2009	34
07/19/2009 - 07/25/2009	51
07/26/2009 - 08/01/2009	45
08/02/2009 - 08/08/2009	22

Tue May 05/12/2009 02:15 PM SHOWING

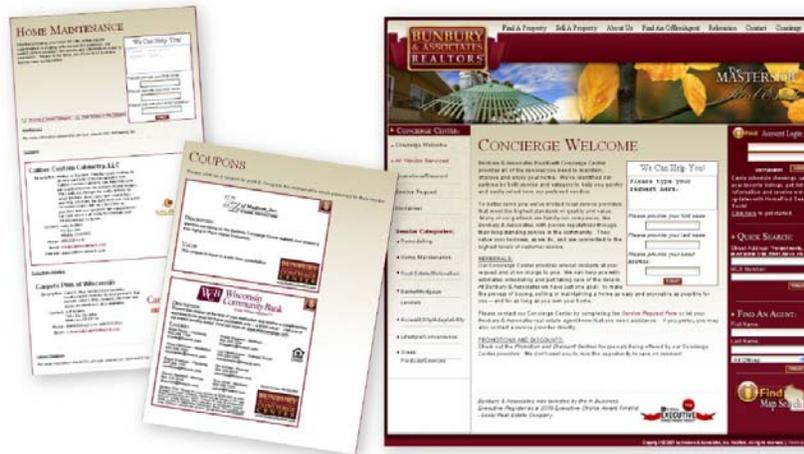
Feedback form su
06 2009 08:17 A
buyers like the pr
What did you thi
Above market va
considering a sec
N/A Are they cons
an offer? N/A Ho
rate the exterior?
average How wou
interior? Above
would you rate th
lot/landscaping?
would you rate th
Average How wa
accessibility? Ab
Have your buyers
on another prop
Additional comm
a broker preview
several that day
very nice. Howe
high for the neig
the square foota
property.
Feedback form su
13 2009 08:43 A
buyers like the pr
Somewhat What
the price? Above
Are they consider
showing? No Are
considering mak
No How would yo
exterior? Averag
you rate the inter
average How wou
lot/landscaping?
you rate the loca
How was the show
accessibility? N/A
buyers made an
another property
08/02/2009 08:00/2009 08
comments: Hi Jen
message. The prop
very well...it was beautiful, but
not buyers style. The decorating
and the finishes were a higher
quality than the rest of the
neighborhood. Layout was
unique compared to the other
homes and well though out. My
buyers are leaning towards a
tri-level. Thanks,

Buyer Agent



BUNBURY CONCIERGE SERVICES

Preferred vendors to assist you in your home maintenance and home remodeling projects.



BUNBURY HOME CONNECTIONS SERVICES

Make the move easier with our Home Connections to help you get your utilities transferred or hooked up.

BUNBURY DESIGN CENTER

Our in house professional designer can create professionally grade color brochures, flyers, postcards, and other marketing material designed to show off your home.



How I use the #1 real estate website, REALTOR.com® to reach the most buyers for your home!

Your home will stand out to more potential buyers when I showcase it with the following high-impact features:

The screenshot shows a real estate listing on REALTOR.com. At the top, it says 'Official Site of the National Association of REALTORS®'. The listing is for '2243 Hollister St' in Any Town, USA 00000, priced at '\$279,500'. It features 3 bedrooms, 2 bathrooms, and 1,785 square feet. The listing is presented by Kelly Agent of Bunbury & Associates Realtors. There are open house times listed for September 17 and October 12, 2008. A message box from Kelly Agent is visible, and there are links for 'Featured Tour' and 'Video'. The bottom of the listing includes a 'Property Information' section and a 'Property Features' section.

Animated Headlines draw attention to your listing

Up to 25 Jumbo Photos fully showcase your home

Full Motion Video and Virtual Tours can provide more robust information

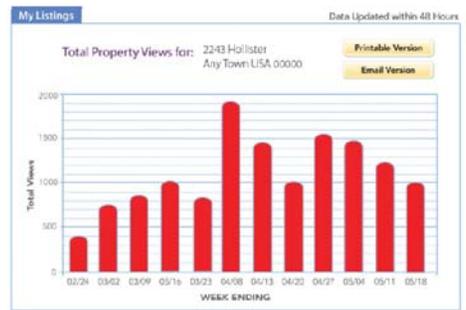
Special Message Box announce distinguishing features

Custom Property Description engages consumers

Branding and Contact Information integrated so consumers can find you 24/7

Open House Alerts help drive more buyers to your home

Also, I will be able to keep you updated with detailed traffic reports, so you'll know exactly how many potential buyers are viewing your home.



BROKER SERVICE COMPARISON CHART

Bunbury & Associates Realtors®: *The Sign of Success*

Selecting the right real estate company to represent you in the sale of your property is a critical part of the home selling process. You need a company that maintains a strong market presence and one who possesses the technical and marketing tools necessary to get you to the closing table fast. In addition, you need an agent who can provide the energy and experience to help you sell your home quickly and profitably.

At Bunbury & Associates Realtors®, we are extremely proud of the team we have assembled to help you do just that. We start by hiring and retaining the best agents available in the marketplace today. We then provide our agents with cutting edge technology and an environment of continuing education to help them maintain their competitive edge in the ever changing world of real estate. The result: A smooth and successful real estate closing for you in the shortest amount of time possible. The award winning Sales Associates at Bunbury & Associates Realtors® have proven time and again that ours is truly *The Sign of Success*.

To assist you in your selection process, we have compiled this Broker Service Comparison Chart. It's an easy to use checklist that shares information on the many services we have to offer and which we hope will help you to choose Bunbury & Associates Realtors® to represent your interests. We're confident that you will be pleased with the service we provide.

SERVICES PROVIDED	Bunbury & Associates Realtors®	Company B	Company C
Advertising – Newspaper Sunday WSJ Home Section–premium placement, color	X	()	()
Advertising – City & Country Magazine Potential source of buyer leads	X	()	()
Advertising – Internet 24/7/365 online listings with multiple photos	X	()	()
www.BunburyRealtors.com	X	()	()
www.BunburyCommercial.com	X	()	()
www.WisconsinHomes.com	X	()	()
www.Realtor.com	X	()	()
www.LuxuryRealEstate.com	X	()	()
Over 30+ additional websites	X	()	()

Advertising – MLS All Realtors are invited to bring buyers to your home	X	()	()
Virtual Property Tours Accessibility & Convenience. This is the number one feature home buyers looking on the internet want to see.	X	()	()
Visibility Signage Our reflective lawn sign says quality, professionalism and success.	X	()	()
Online Ads Our Sunday WSJ Home Section ad featuring Open Houses and By Appointments is posted on our website.	X	()	()
Electronic Brochures Our agents can send full color brochures electronically to buyers anywhere.	X	()	()
Electronic MLS Data Sheets Full color, easy to read information about your listing, sent instantly to any location in the world.	X	()	()
Activity Report We provide advertising & showing history for your property upon request.	X	()	()
Bunbury i-Find State-of-the-art mapping system allows users to pinpoint all homes for sale in any geographic range throughout South Central Wisconsin.	X	()	()
Home Warranties Available Peace of mind for Sellers & Buyers	X	()	()
National Relocation Network Accredited vendors for all Referral Networks and Third Party Relocation Companies.	X	()	()
Relocation Department Generating Buyers/Sellers every day from local and national corporations.	X	()	()
Concierge Service Provides a list of preferred vendors to assist you in your home maintenance and home remodeling.	X	()	()
Design Department Creates professional grade color brochures, flyers, postcards and other marketing materials designed to show off your home. Multiple eye-catching color photos leave a lasting impression on home buyers.	X	()	()
High Visibility Offices w/Several Locations Open 7 days a week and after hours Showing Line-makes it easy for all Realtors to show your listings.	X	()	()

HOW YOU CAN FINE-TUNE YOUR PROPERTY TO GET IT READY TO SHOW

Owner's Checklist: In order to show your home at its best, you will need to frankly assess its appearance and condition. Take the time to look thoroughly at the exterior, the yard, the garage, and every room. Ask yourself if there's anything that can be done to improve the overall look and appeal of the house. Cleaning and straightening up are essential. Also, small amounts of money spent on repairs and improvements can make a big difference. Buyers buy on emotion.

If your home has a great impression, buyers will remember it better than others they see.

Exterior:

- Power wash or paint
- Repair shutters, exterior trim, gutters and down spouts
- Paint front door and mailbox
- Replace or repair torn screens and cracked windows
- Cut and edge the lawn regularly, trim all bushes, remove noticeable weeds, reseed bare spots
- Plant colorful flowers, add mulch to your plant beds
- Remove all debris from yard

Interior:

- Paint hallways, rooms that look dingy and touch up areas that have been marked up
- Steam clean or replace badly stained or worn carpeting
- Thoroughly clean and remove mold from bath tub and shower areas, replace missing tiles
- Clean the basement and garage thoroughly
- Clean all windows—inside and out—of dirt and grime
- Make sure all lights are working, particularly in basement, closets and outdoors
- Removing items from kitchen and bathroom counters that you do not use on a regular basis makes counters appear bigger and cleaner
- Have dishes done and put away, beds made and table surfaces clean
- Open all drapes and blinds. This will let in light and make your home look more spacious
- Clean the exterior and interior of your kitchen appliances
- Avoid having people or animals present during showings so buyers can visualize the home as their own
- Wipe a damp cloth over the furnace and water heater to remove dust, install a new furnace filter and add salt in the water softener.
- Repair or replace any loose knobs, sticking doors and windows, and dripping faucets
- Put away all personal items and papers.

THE SHOWINGS BEGIN

What to expect

Appointments To Show

All sales associates from Bunbury & Associates Realtors® and other cooperating brokers will call our offices to request an appointment to show or to preview your property. The office appointment coordinator will call to inform you of these requests and ask you to approve the appointment. The coordinator will then contact the sales associate to confirm the appointment.

Appointments Time Frame

A request for an appointment could be immediate or next week. The amount of time allowed for a showing is generally an hour. Sales associates attempt to be punctual. However, circumstances may cause them to be earlier or later than expected. In the event it is necessary for an associate to cancel an appointment, you will be notified as soon as possible.

Special Instructions

Your sales associate will see to it that any special instructions you have communicated are noted on your property record and will be communicated to sales associates showing your property.

The Appointments

All licensed sales associates should identify themselves and leave their business card. If you are not present during the appointment (and we recommend that you leave, whenever possible, for all showings), the associates will gain access by using the lock box on the property.

If You Plan To Be Away

Please inform your sales associate if you will not be available to give permission for appointments. If you will be out of town, discuss a plan of action with your associate about how appointments can be made. If possible, you should provide your associate with a number where you can be reached in the event a buyer makes an offer on your property when you are out of town.

Previewing Properties

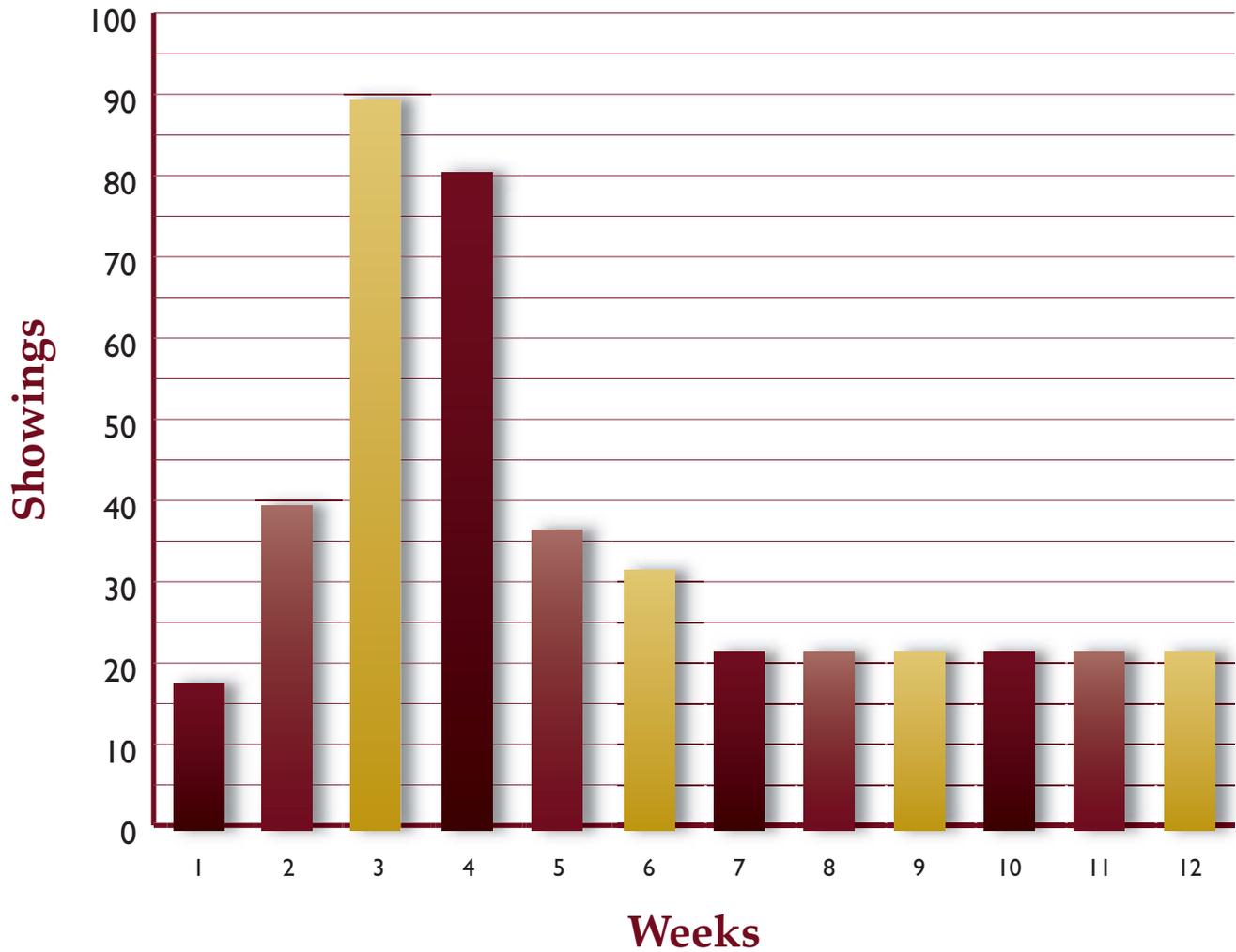
Sales associates who preview your property, without a prospective buyer along, are simply educating themselves on current properties on the market or are attempting to match the needs of a buyer. If your property meets the need of their buyer, they will call and make another appointment to show your property.

Unexpected Requests

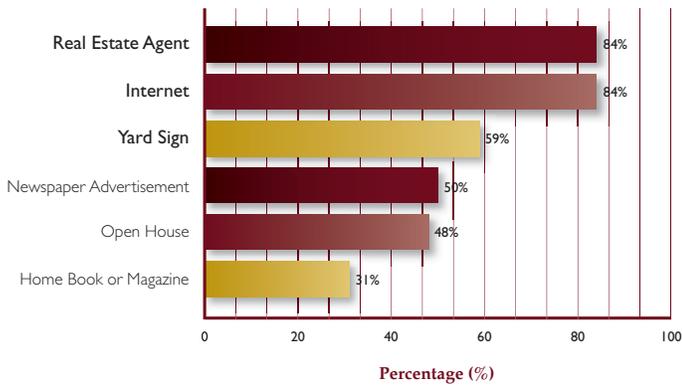
If buyers stop by and ask to see your home without an appointment, ask them to call our office to set up an appointment. Even someone identifying themselves as a sales associate needs to coordinate all appointments with Bunbury & Associates Realtors®.

SHOWINGS ACTIVITY ON YOUR HOME

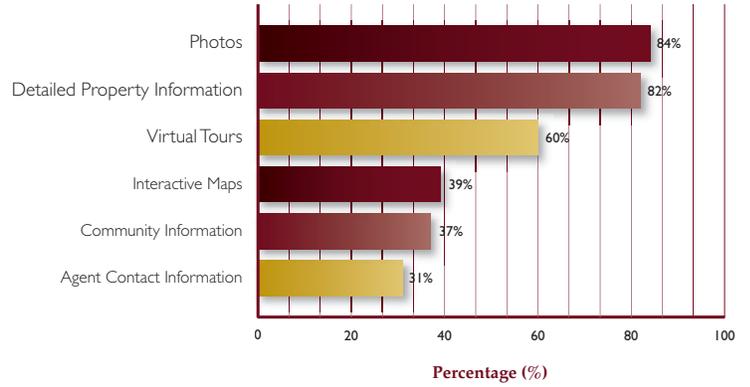
Activity Bar



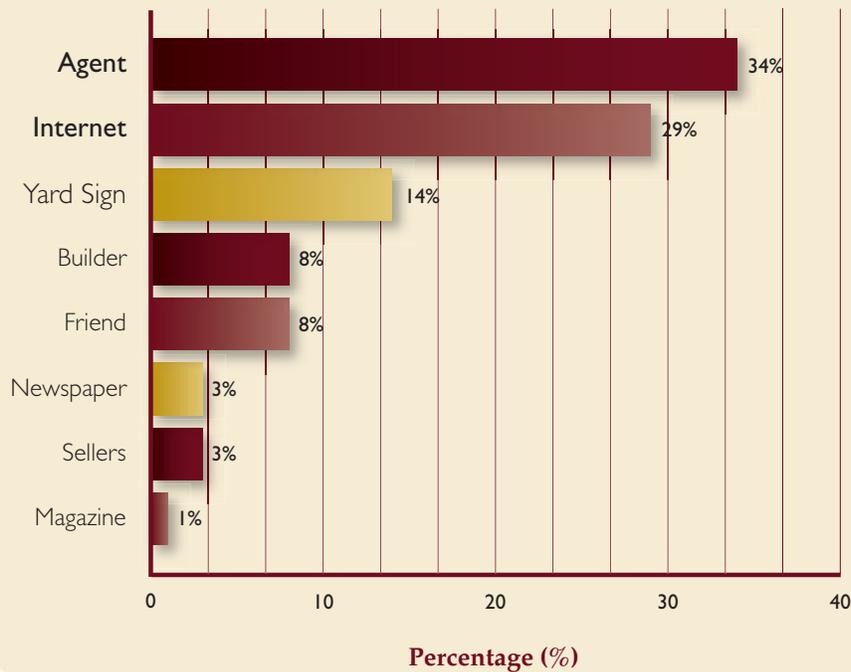
INFORMATION SOURCES USED IN HOME SEARCH



WHAT HOMEBUYERS VALUE

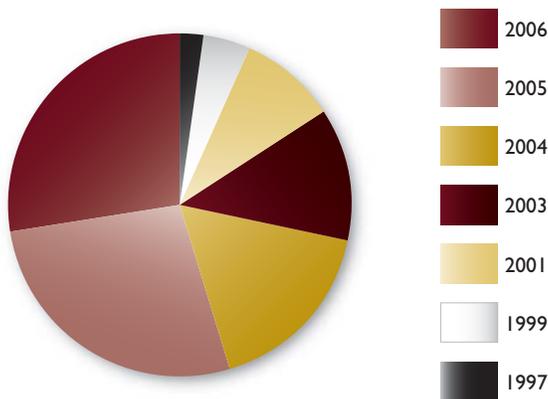


WHERE BUYERS FIRST HEARD ABOUT THE HOME THEY PURCHASED

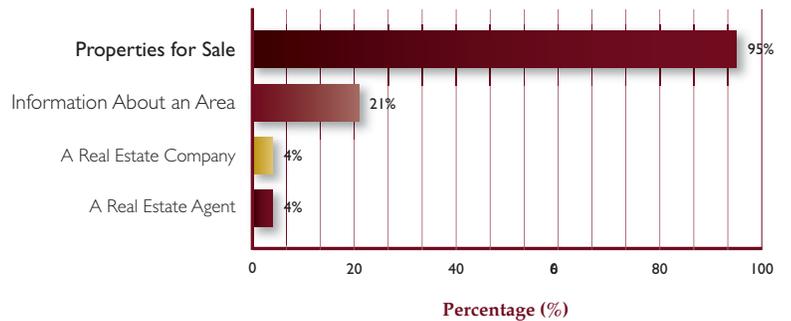


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BUYERS WHO FOUND THEIR HOME ON THE INTERNET, 1997-2006



WHAT HOMEBUYERS ARE LOOKING FOR ONLINE



GETTING AN OFFER

The Offer

The process begins with the “Offer to Purchase Contract,” as it’s more commonly called. This is a legal document which, if accepted by both you and the buyer, binds the sale and begins the closing process. Keep in mind that sometimes it’s dealing effectively with the myriad of details that help to ensure an accepted offer. The “give and take” aspects of the sale of a home must be skillfully negotiated before a transaction is successfully completed. Counter-offers are common. Be prepared to be a little flexible in price, closing date, items included in the sale and repairs.

Earnest Money

It is customary for the Buyer to give the Seller earnest money at the time a Sales Contract is signed. The earnest money generally is credited to the down payment at closing. Until closing a broker must hold earnest money in a separate account.

Pre-Approval

Pre-approval is the practice by a lender of approving a borrower for a certain loan amount. This allows prospective homebuyers to shop with the knowledge, likely to be shared with a Seller and Broker to demonstrate their financial capability, that the loan will be approved.

Home Inspection

Every house has defects. Some are easy to spot—others are hidden. Some are minor—others are more serious. Most home inspections cover a home’s major mechanical systems: electrical, plumbing, heating and air conditioning, as well as its construction from roof to foundation, exterior to interior. The inspection may also provide the buyer with additional information such as suggested home repairs and maintenance.

Home inspections generally take three to four hours to complete. The buyer typically attends the inspection along with the inspector. You do not need to be present. Your agent will inform you of any issues that the buyer may like to address.

The Appraisal

As part of a mortgage loan application, the buyer will pay for the lender to order an appraisal on your home. Lenders won’t approve or fund a loan until they establish that your home is of sufficient value to secure the loan amount being requested by the buyer. That’s why it’s so important to establish the right price from the beginning. An appraisal is an objective, third-party estimate of the current market value of a property, made by a licensed person with sufficient knowledge and experience to accurately estimate its value. Appraisers study comparable sales and take into consideration the location of the property, the neighborhood and the economy to support their value estimate.

TITLE INSURANCE

What is it? Why Do I Need it?

Title Insurance protects you from losses as a result of claims on ownership of real estate.

Title Insurance protects you from things that may have happened in the past. It protects your title from the sudden appearance of unknown heirs, discovery of forgery, fraud or impersonation.

Title Insurance also protects against evidence of unfilled or defective legal documents, liens for unpaid taxes or assessments, and liens for unpaid bills.

Every lender requires Title Insurance.

The company issuing the Title Insurance policy will research legal records to make sure that you are transferring clear title—or ownership—to the property. There are always some exceptions to each title policy such as easements for utility companies.

It is prudent to contact an attorney to review these documents.

GAP INSURANCE

What is Gap Insurance?

Gap Insurance protects against any liens filed on the property between the commitment date of the title insurance policy and the date of recording the deed. Many title companies provide this insurance at no charge.

SELLER'S ESTIMATE OF CLOSING CHARGES

TITLE INSURANCE

- Best rate of \$475 for a \$100,000 policy
 - Add \$1 for every \$1,000 over \$100,00
 - Or subtract \$1 for every \$1,000 under \$100,00
 - Additional \$100 if no previous title insurance policy or abstract is provided

REALTOR'S COMMISSION

- As stated in Listing Agreement.

TRANSFER TAX

- \$3 per \$1,000 of the sale price.

TAX PRORATION

- Sellers pay year to date taxes based on prior tax bill or based on latest assessment X last known mill rate at time of closing, or as otherwise stated in Offer to Purchase.

WATER/SEWER PRORATION

- Water/sewer reading generally taken prior to closing and shown as a Seller disbursement on closing statement to prevent lien of future tax bill.

MORTGAGE RELEASE FEE

- \$11 first page, \$2 for additional page recording fees for each satisfaction of mortgage if applicable.

ADDITIONAL EXPENSES

- Special Assessment letter from the municipality.
- Preparation of the deed and transfer return.
- Flood certification

There may be other charges that Seller agrees to pay for Buyer as stated in Offer to Purchase. The above figures are intended as a guide and may vary.

ESTIMATED COST TO SELLER

Prepared For _____ Address _____

Offer Dated _____ Prepared By _____

PURCHASE PRICE \$ _____

EXPENSES

Title Insurance \$ _____

Attorney's Fees \$ _____

Closing Cost Paid for Buyers \$ _____

Deed \$ _____

Discount Point Paid for Buyer \$ _____

Home Warranty for Buyer \$ _____

Mortgage Balance \$ _____

Mortgage Prepayment Penalty \$ _____

2nd Mortgage Balance \$ _____

Mortgage Release – Fee \$ _____

Real Estate taxes – Prorated \$ _____

Recording Fees \$ _____

Rent Prorated \$ _____

Repairs \$ _____

Sales Commission \$ _____

Special Assessments \$ _____

Special Assessment Letter \$ _____

State Transfer Fee \$ _____

Survey \$ _____

DILHR Energy Inspection \$ _____

Flood Certificate \$ _____

Miscellaneous \$ _____

\$ _____

TOTAL SELLING EXPENSES \$ _____

\$ _____

TIPS FOR A SMOOTH CLOSING

Here's a quick checklist to make sure everything goes smoothly during the transition from *your house* to *their house*. Make sure everything included in the purchase agreement remains on the property and that the property is in the same general condition as it was at the time the offer was written.

THINGS TO DO PRIOR TO CLOSING

- o Order final gas and electric bills
- o Cancel Cable
- o Notify Post Office of address change, cancel or switch subscriptions
- o Make final inspection to be sure nothing is forgotten. Look through closets, cupboards, dishwasher, dryer, basement, garage, attic, storage buildings, etc.
- o Cancel Phone
- o Cancel Paper
- o Organize all manuals for personal property being left behind
- o Turn off lights. Close and lock windows and doors.
- o Leave home only after the moving truck is on its way.

Ask your Bunbury & Associates Realtor[®] about our Home Connections Program.

What to bring:

1. Your personal checkbook to cover any minor last minute adjustments.
2. All keys and garage door openers.
3. Drivers License/Photo Identification

What to expect:

Contrary to stories you may have heard, a typical closing proceeds without complications and last about an hour. It usually takes place at a title company. Primarily, you'll sign documents, which will be explained to you along the way. You'll pay what's due, if anything, and give the keys and garage door openers to the new owners of your home!

Mortgages will be paid off at closing and you will receive a proceed check if applicable.

THINGS TO DO AFTER CLOSING

During the first week after moving:

- Mail that has been forwarded from your old address will have a yellow address label on it. Notify the sender of your new address.
- Register to vote. Call your local Board of Elections for specific registration information. Ask them how to notify your previous voting district of your change of address.
- Call the Department of Sanitation in your new town to find out which day is trash collection. Also ask whether your new community has recycling programs.
- Call your Chamber of Commerce for helpful information on:
 - o Newspaper
 - o Libraries and parks
 - o Schools
 - o Availability of emergency calling services, such as 911
 - o Cable Service
 - o Cultural events and community activities

PROPERTY INFORMATION

Roof Age _____ Type _____
Windows Age _____ Brand _____
Exterior Paint _____
Interior Paint _____
Average Gas Bill _____ Average Electric Bill _____ Who services each one? _____
Furnace Age _____ Brand _____
When was it last serviced? _____ Gas/LP/Oil _____ LP Tank Rented _____
Type of heat: _____ Forced Air _____ Hot Water _____ Steam _____ Electric _____

Air Conditioner Age _____ Brand _____ When was it last serviced? _____
Window A/C? Yes/No _____
Water Heater Age _____ Brand _____ Electric/Gas _____ Gallon _____
Electric Amps _____
Humidifier Brand _____ Air to Air Exchanger _____ Electric Air Filter _____
Water Softener Age _____ Brand _____
Refrigerator Age _____ Brand _____
Range/Oven Age _____ Brand _____
Microwave Age _____ Brand _____
Dishwasher Age _____ Brand _____
Garage Remote Controls How Many _____
Additional Items included Hot Tub _____ Swing Set _____
Window coverings _____ Invisible Fence, collars, and hardware _____
Central Vacuum Attachments _____ Security System _____
Surround sound speakers and equipment _____ Satallite Dish _____
Shelving _____ Other _____

Swimming Pool Age _____ Liner _____ Pool Cover _____ Heated _____
Serviced _____
Survey/CSM/Plat Map Available _____
Well Yes/No _____ Shared? Yes/No _____ Well Agreement? Yes/No _____
When was the water last tested? _____

Septic Type: _____ Conventional _____ Mound _____ Holding Tank _____
When was it last pumped? _____
Joint Driveway Yes/No _____ Driveway Agreement? Yes/No _____