

Pre-Listing Package

THE GSW GROUP

412-269-1400 Office Phone
412-606-4842 Direct Phone
412-269-1414 Fax
Website: www.ginagiampietro.com

Please take some time to look over the material that we have enclosed for you. We do ask that you have the information completed on the last 3 pages. Thank you for the opportunity to earn the right to be your real estate consultants.

Sincerely,

The GSW Group

Gina Giampietro

“Your Satisfaction Matters! That is my Success!”

412-269-1400 office

412-606-4842 cell

www.ginagiampietro.com

Our Client Testimonial

Client: Jack Peck...I would highly recommend prospective buyers/sellers to utilize your services. I am sure they will benefit from your industry knowledge, thoroughness, responsiveness, and your business approach...

Victor Checked...I became impressed with her real estate acumen, boundless energy and friendly demeanor...through their efforts and perseverance, I am closing on a property in the near future. I heartily recommend them as a professional in their field.

Thomas Dunlap...Very Professional, I would recommend this team of agents to anyone selling or buying a home. This group helped educate and support us every step of the way. I truly consider them an expert in this field.

Rebecca Hamilton- Could have not asked for a better agent. They were kind and caring about our needs. They also gave us great tips on how to stage the home to show better. A breath of fresh air with this group, There are still people in this world that do want the best for others.

Chad and Shelly. Quick and Easy. The Best people in the world to work with.. They were great with communication on all levels of the transaction. I give them a Big 10.

Cathy and Jack Dernorsek- We are truly appreciative of your endless energy, time and talent in selling our home on Thomas Street in Bridgeville. You truly are a powerful, dynamic woman. I don't know how you get it all done. From your energy and your contagious smile we know that you love what you do. You have used your talents to bring happiness into the lives of others. You and You alone are our referral source. We will definitely send sellers and potential buyers your way.

Terri and David King- Thank you for helping us find our "Dream" home. We love it and are doing so much to it. David and I have never been happier. Thank you again for all the months you spent helping us!

Antony and Rosie Fletcher Gina definitely figured out what we were looking for after going to look at one house, She knew when and where we would like to live and not like to live, She dedicated a lot of hours and concern while helping us look for a home. She Rocks.

GSW GROUP can provide you with more references or testimonials by request

Meet The GSW GROUP!

GINA GIAMPIETRO –

As the team leader, trainer, and driving force of the GSW Group, Gina manages the team operations, as well as creates and designs innovative marketing and customer service strategies. Gina is also the team business managers. The transaction coordinator. You'll appreciate there monitoring all the many details of your transaction, from the time it goes under contract to the time it closes. You can rest assured that everything gets done right, and you'll love there positive, friendly personality.

MARKETING

The team listing coordinator assists Gina with the team's high power marketing, advertising, and follow-up systems and provides sellers with updates and communicates changes in market activity.

BUYERS AGENTS

If you are buying a property, you may work closely with Cindy, Fred or Jarett. Licensed agent and Buyer Specialists, they show dozens of properties each week. Since they work only with buyers, they clearly understand the current market, so each buyer is shown homes that best meet their needs

LISTING AGENTS

Cindy Cervone works with Gina on:

determining the benefits of your home and its key selling features. They prepare a creative market analysis of your home using comparative sales, cost sheets, and the most recent up to date data available.

ASSISTANT

The team Clerical Assistant, coordinates mailings, does computer work, runs errands and deliveries, and other details vital to a smooth running office.

BRET STAGING:

Staging Expert for the GSW Group. Currently enrolled in the Interior Design program at The Art Institute of Pittsburgh, Brett combines his passions for Interior Design and Real Estate by staging clients homes to be more aesthetically pleasing for the everyday home buyer. Brett joined the GSW Team in 2008 with the goal of enhancing the homes of Remax clients for a sale completed in a timely fashion.

ACTION - SERVICE PLAN

To Get Your Home SOLD!

- ❑ Enter listing into the Multiple Listing Service (MLS), making detailed information available to all cooperating real estate agents in the area.
- ❑ Provide a quality FOR SALE sign..
- ❑ Install Lock Box to increase showings.
- ❑ Prepare professional brochures highlighting the features and benefits of your home.
- ❑ Distribute brochures to top local agents, neighbors and potential buyers to increase awareness.
- ❑ Promote property to other agents at all office, company, MLS, board, and other meetings for maximum exposure.
- ❑ Include your home in our innovative marketing and advertising.
- ❑ Review time-tested preparation and staging tips for successful showings.
- ❑ Keep you informed with prompt, honest, and consistent communication.
- ❑ Represent your best interests in all negotiations.
- ❑ Closely monitor all activities with lender, title, inspector, appraiser, other agents, etc. to insure a successful closing.
- ❑ Concentrate on solutions, not problems.
- ❑ Produce the quickest sale, at the highest price, with the least amount of inconvenience to you.

SATISFACTION GUARANTEED!

Many Agents Talk About Good Service... I Put It In Writing!

“If at any time, you are not completely 100% satisfied with the service you are receiving, you may cancel with 14 days written notice.”

Gina Giampietro
List Specialist for the GSW Group

If you are hesitant or skeptical, the Satisfaction Guarantee will put you at ease, because if at any time you don't feel like I am doing everything that I've said I would, you can pull the plug!

Of course, I wouldn't make such a guarantee unless I was darn certain that you will be absolutely thrilled with my performance. I take all the risk, not you.

You have nothing to lose, and everything to gain!

This agreement will not be void if the GSW Group has performed the checklist of satisfaction guaranteed items listed in our SERVICE PLAN. Items 1 thru 10

RESPONSE ADVERTISING AND 24-HOUR MARKETING

Unlike most agents that run “image” advertisements that focus on themselves and how great they are, I utilize Response-Generating Marketing that focuses on potential buyers and what they really want!

These ads are much different than those that most agents run. Hundreds of prospects call me every month because of my non-threatening, emotion arousing ads!

These strategies, combined with the cutting edge technology of my 24-hour Automated Marketing System provide me a steady stream of qualified buyers.

This incredible system allows callers to receive detailed information about your home – even have a brochure on your home faxed to them... 24 hours a day!

The system also allows me to track exactly how many calls I get on every house and from each ad – it even captures the caller’s phone number.

Preparing Your Home For Sale

*W*ith a little effort on your part, your home can be sold quicker and at a better price. The following tips have proved invaluable to owners and are worth your special attention:

Preparation For Showing:

1. First impressions are lasting! The front door greets the prospect. Make sure it is fresh, clean, and paint the trim.
2. Keep lawn trimmed and edged, and the yard free of refuse. Reseed the lawn and fertilize if necessary, weed the gardens, and add mulch. Deep green grass makes a lasting impression. In winter, be sure snow and ice is removed from walks and steps.
3. Decorate for a quick sale. Faded walls and worn woodwork reduce appeal. Why try to tell the prospect how your home could look, when you can show him by redecorating? A quicker sale at a higher price will result. An investment in neutral new kitchen wallpaper will pay dividends.
4. Let the sun shine in. Open draperies and curtains and let the prospect see how cheerful your home can be. (Dark rooms do not appeal)
5. Do the windows and window screens work well and look good? Have the windows spotless.
6. Are the appliances operating properly and sparkling?
7. Fix the faucet! Dripping water discolors sinks and suggests faulty plumbing.
8. Repairs can make a big difference. Loose knobs, sticking doors and windows, warped cabinet drawers and other minor flaws detract from home value. Have them fixed.
9. From top to bottom. Display the full value of your attic, basement and other utility space by removing all unnecessary articles. Brighten dark, dull basements by painting walls and adding brighter light bulbs.
10. Safety first. Keep stairways clear. Avoid cluttered appearances and possible injuries.
11. Pack excess linens and clothing to make closets look bigger. Neat, well-ordered closets show the space is ample.
12. Bathrooms help sell homes. Check and repair grout in bathtubs and showers. Make this room sparkle. Don't let the Handy Man add gobs of caulking when grout is what you need.
13. Arrange bedrooms neatly. Remove excess furniture. Use attractive bedspreads and fresh looking window coverings.
14. Have I removed or mentioned to my realtor any attached items that are not included, such as special chandeliers, shelving or garden plants?
15. Am I familiar with similar homes on the market that I may be competing against?
16. Have I asked my realtor for a list of ways I can improve the "marketability" of my home without wasting time and money?
17. Can you see the light? Illumination is like a welcome sign. The potential buyer will feel a glowing evening when you turn on all your lights for an evening inspection.
18. Am I ready to disclose any structural defects such as roof, foundation or wiring problems?
19. Have I started looking for my new home? Do I know what I want in another home?
20. What do I need to do to prepare for my upcoming move

Showing The House:

- 1.* Whenever possible leave your house for showings, if not, follow the tips below.
- 2.* Three's a crowd. Avoid having too many people present during showings. The potential buyer will feel like an intruder and will hurry through the house.
- 3.* Music is mellow. But not when showing a house. Turn off the blaring radio or television. Let the your agent and buyer talk, free of disturbances.
- 4.* Pets underfoot? Keep them out of the way--preferably out of the house.
- 5.* Silence is golden. Be courteous but don't force conversation with the potential buyer. He wants to inspect your house--not to pay a social call.
- 6.* Be it ever so humble. Never apologize for the appearance of your home. After all, it has been lived in. Let the trained agent answer any objections. This is his/her job.
- 7.* Remain in the background. The agent knows the buyer's requirements and can better emphasize the features of your home when you don't tag along. You will be called if needed. Allow the buyers to take "psychological possession."
- 8.* Why put the cart before the horse? Trying to dispose of furniture and furnishings to the potential buyer before he has purchased the house often loses a sale.
- 9.* A word to the wise. Let your Realtor discuss price, terms, possession and other factors with the customer. They are eminently qualified to bring negotiations to a favorable conclusion.
- 10.* Use Remax Renaissance Realty . We ask that you show your home to prospective customers only by appointment through this office. Your cooperation will be appreciated and will help us close the sale more quickly.

PRICING YOUR HOME

Setting the proper asking price for your home is the single biggest factor that will determine the success or failure of your home sale.

The consequences of making the wrong decision are painful. If you price your home too low, you will literally give away thousands of dollars that could have been in your pocket.

Price it too high, and your home will sit unsold for months, developing the reputation of a problem property (everyone will think that there is something wrong with it).

Failure to understand market conditions and properly price your home can cost you thousands of dollars and cause your home not to sell... fouling up all of your plans.

We Won't Let This Happen To You!

Utilizing the latest computer technology and my in depth knowledge of the market, we will analyze current market conditions in combination with your personal time requirements to identify the correct price range for your home.

You can't afford any "guesswork" in this critical step!

DO NOT automatically list with the agent that gives you the highest price.
Consumer Reports, July, 1990 stated...

"Expect the agent to suggest a price range, but don't let that frame you in. Be aware that some devious agents will, at first, suggest a very handsome price. Then, after they have the listing and the house hasn't sold, they'll come back with a pitch to lower the price."

If you are looking for a specific service or you are not sure what service you are of need of, please consult with us. I have relationships

FACTORS THAT DON'T AFFECT THE VALUE OF YOUR PROPERTY



The value of your property is determined by
What a BUYER is willing to pay in today's market
Based on comparing your property to others
SOLD in your area.

Buyers ALWAYS Determine Value!

BENEFITS OF PROPER PRICING

- **FASTER SALE:** The proper price gets a faster sale, which means you save on mortgage payments, insurance, and other carrying costs.
- **LESS INCONVENIENCE:** As you may know, it takes a lot of time and energy to prepare your home for showings, keep the property clean, make arrangements for children, and generally alter your lifestyle. Proper pricing shortens market time.
- **INCREASED SALESPERSON RESPONSE:** When salespeople are excited about a property and its price, they make special efforts to contact all their potential buyers and show the property whenever possible.
- **EXPOSURE TO MORE PROSPECTS:** Pricing at market value will open your home up to more people who can afford it.
- **BETTER RESPONSE FROM ADVERTISING:** Buyer inquiry calls are more readily converted into showing appointments when the price is not a deterrent.
- **HIGHER OFFERS:** When a property is priced right, buyers are much less likely to make a low offer, for fear of losing out on a great value.
- **MORE MONEY TO SELLERS:** When a property is priced right, the excitement of the market produces a higher sales price in less time. You NET more due to the higher sales price and lower carrying costs.

DRAWBACKS OF OVERPRICING

- **REDUCES ACTIVITY:** Agents won't show the property if they feel it is priced too high.
- **LOWER ADVERTISING RESPONSE:** Buyer excitement will be with other properties that offer better value.
- **LOSS OF INTERESTED BUYERS:** The property will seem inferior in amenities to other properties in the same price range that are correctly priced.
- **ATTRACTS THE WRONG PROSPECTS:** Serious buyers will feel that they should be getting more for their money.
- **HELPS THE COMPETITION:** The high price makes the others look like a good deal.
- **ELIMINATES OFFERS:** Since a fair priced offer will be lower than asking price and may insult the seller, many buyers will just move on to another property.
- **CAUSES APPRAISAL PROBLEMS:** Appraisers must base their value on what comparable properties have sold for.
- **LOWER NET PROCEEDS:** Most of the time an overpriced property will eventually end up selling for less than if it had been properly priced to begin with, not to mention the extra carrying costs.

Activity Versus Time

- Timing is extremely important in the real estate market.
- A property attracts the most activity from the real estate community and potential buyers when it is first listed.
- It has the greatest opportunity to sell when it is new on the market.

Key Market Factors

How long does it take to sell a home?

There is no easy answer – some homes sell in a few days, others may take several months. Recognizing the key factors influencing a sale can give you significant control over market time.

The proper balance of these factors will expedite your sale:

LOCATION...

- Location is the single greatest factor affecting value.
- Neighborhood desirability is fundamental to a property's fair market value.

COMPETITION...

- Buyers compare your property against competing properties.
- Buyers interpret value based on available properties.

TIMING...

- The real estate market may reflect a seller's market or a buyer's market.
- Market conditions cannot be manipulated; an individually tailored marketing plan must be developed accordingly.

CONDITION...

- Property condition affects price and speed of sale.
- Optimizing physical appearances and advance preparation for marketing maximizes value.

TERMS...

- The more flexible the financing, the broader the market, the quicker the sale, and the higher the price.
- Terms structured to meet your objectives are important to successful marketing.

PRICE...

- If the property is not properly priced, a sale may be delayed or even prevented.
- Our comprehensive market study will assist you in determining the best possible price.

COMPARABLE MARKET ANALYSIS EXPLANATION

Comparable properties which closely match your property's characteristics. When evaluating your property, certain tools are used to determine price such as: comparable sales, competitive listings, square footage, locations, amenities and general condition. These properties will help to find a fair market value for your property and help to decide the proper listing price.

WHAT IS FAIR MARKET VALUE?

Fair Market Value has been defined as: The highest price which the property will bring when exposed to the open market.

HOW A BUYER PERCEIVES VALUE

Will the cost of improvements or maintenance add to the value of your home? Perhaps, but often not for the full amount of what you've spent.

If you were the buyer:

Would you pay \$30,000 more for a house with a swimming pool?
You may not even want a pool.

How about \$10,000 more for a house with a new roof?
You would certainly expect a roof that does not leak.

Availability and prices of competing properties have more to do with the price than what you have spent on your home.

Consider:

Property "A" (Your property) has a 400 foot deep well that cost \$15,000.
Your water supply is abundant and tasty.

Property "B" (Also for sale just like yours) has an 80 foot deep well that cost \$5,000.
Their water is also abundant and tasty.

If you were the buyer, would you pay \$10,000 more for Property "A"?

THE HOMEFINDER SYSTEM

The GSW Group has a unique system to attract buyers and ensure that each buyer will be properly assisted in finding the home that they are searching for. The GSW Group has buyer specialists that focus specifically on assisting the large inventory of buyers that the innovative marketing strategies produce.

Each buyer is interviewed to determine the features and specifications that they are looking for in a home. That data is then entered into a computer system that will list the homes that match the buyer's criteria. GSW Group listings are automatically first on the list.

Buyers are given the features and benefits of those homes that meet their criteria, and will be assisted by a buyer specialist through each step of the process.

We focus all our efforts on finding a buyer for your home, unlike traditional agents who passively wait for a buyer to come along.

The system allows the buyer specialist to give exceptional service to a large inventory of buyers.

WE MAY ALREADY HAVE A BUYER FOR YOUR HOME!

INTERNET EXPOSURE

175 COUNTRIES
100 MILLION PEOPLE

In keeping pace with innovation and advancements in computer technology, we now will place your home on our Internet site as well as many other websites.

These include: PA Financial Group , Craigs list, Zillow, city paper back page, kijiji, Postaroo, Gogglebase, Yahoo, Webcrawler and the list goes on.....

I am constantly looking for ways to give my clients advantages over competitors in the marketplace that go beyond the traditional methods of marketing and promotion.

All color picture and description of your home will be quickly available to over 100 million people worldwide - anyone with access to the Internet on their computer!

WHEN WE RECEIVE OFFERS, THE CHOICES ARE:

Accept:

If all the terms are acceptable, you can sign the offer. Once written acceptance is delivered to the Buyer or the Buyer's Agent, we have a ratified contract.

Reject:

An "unacceptable" offer should not be taken personally. Consider trying a counter offer first. If outright rejection is necessary, remember that an offer is best rejected in writing, so that it is clear to the Buyer that you've made an active decision.

Counter Offer:

Terms which are not acceptable or are not addressed in the original offer are spelled out as desired in a counter offer. As with acceptance, once a written response is delivered to the person making the counter offer, we have a ratified contract. Negotiations may entail more than one counter.

Multiple counter offers:

Multiple counter offers can arise when you are faced with several offers that are "in the ball park." Special considerations apply to the timing and acceptance rules in the situation- we must be careful not to sell the house more than once! Be sure the points you're negotiating are truly important to you.

Remember

Offers and counter offers can be withdrawn in writing any time before written acceptance is delivered.

COMMON REAL ESTATE MYTHS

MYTH:

Super Agent sells a lot of real estate. Perhaps Super is too busy to pay attention to my listing.

TRUTH:

Just as great restaurants are always busy and superior doctors have a heavy patient load, Super Agent's success in marketing and selling homes has resulted in a busy schedule. But like good restaurants and doctors, Super has assembled a team of top-notch people to assist with all of the details. The result is outstanding customer service and support. The long list of satisfied clients speaks for itself.

MYTH:

A "discount" broker can do just as well and save me money.

TRUTH:

Successfully marketing a property in the competitive marketplace takes skill and resources. All of the promotional costs such as photos, brochures, printing, signs, advertisements, MLS fees, direct mail, etc. are paid for by Super Agent. How will a discount broker offer such a complete marketing campaign? Does the discount broker have a staff to personally tend to your specific needs? Do they have a proven track record of success, or are they just using the lower commission to try to win your business? Do they have the expertise to guide you through the problems that often develop during the closing process?

Remember that you only actually pay a commission if and when your property sells. Many sellers have found that their commission with a discount broker was really zero, because their property never sold!

It is interesting to note that a discount broker does not have a dominant market share in any major city in the country.

MYTH:

I should select the agent that suggests the highest list price.

TRUTH:

This is the oldest scam in real estate sales: Tell the seller what they want to hear, compliment the home, and agree to list it at an unrealistically high price just to get the listing. Then, after you have the listing for a few weeks, start telling the seller that they need to reduce the price.

Super Agent doesn't play any games. Super provides a well researched computerized market analysis to determine the true realistic price that your home will bear in today's marketplace. The decision of which agent to list with and what price to ask are two completely separate decisions. Select your agent based on their credentials and track record, then decide on price.

NEVER SELECT AN AGENT BASED ON THE PRICE THEY SUGGEST!

MYTH:

Property condition is not that important to buyers.

TRUTH:

WRONG! A property in superior condition will sell faster and for a higher price than a home in average condition. Buyers purchase properties that are most appealing, and a home in great condition with a reasonable asking price always tops the list. Sellers that invest in necessary repairs and keep their home clean and fresh always reap the rewards!

MYTH:

Empty homes are harder to sell than occupied homes.

TRUTH:

Vacant homes often sell faster for several reasons, but again it all depends on condition. A vacant home that is clean, in good repair, and priced fairly will usually sell fast because the rooms will appear larger without furniture and clutter, buyers can easily visualize their furnishings in the home, and most agents prefer to show vacant homes because they can go anytime without worrying about making appointments, etc.

MYTH:

Pricing a home for sale is a mysterious process.

TRUTH:

Your home will sell for what the market will bear. To determine the range of value for your home, it takes a solid knowledge of the market. And because every home is unique, your home will sell more near the high or low end of the range depending on its specific attributes like location and condition. Super Agent utilizes a computer database along with years of experience to help you decide where to set the price. It is not simple, but it isn't mysterious either.

Moving Checklist

SENDING CHANGE OF ADDRESS NOTIFICATIONS

The Post Office will provide a form for you to turn in

Charge Accounts

Subscriptions – may take several weeks to process

Friends and Relatives

Financial Institutions – Transfer funds and arrange new checks

Insurance – life, health, auto

Automobile- transfer registration, drivers license, motor club membership

Companies- phone, gas, electric, water, cable, - and request refunds of any deposits

Other Service Providers – garbage, yard, housecleaners, newspaper

School – pick up or arrange for forwarding of children’s school records; if staying in the same school, change emergency contact.

Health – obtain referrals from present doctors and dentists, transfer prescriptions.

Churches, Clubs, Civic Organizations

Pets – obtain referrals from present vet, order new license and ID tags

AS YOU APPROACH MOVING DATE

Use up food

Plan special care for children and pets

Check, and check again, packing and moving arrangements

ON MOVING DAY

Carry – cash and travelers checks, prescriptions, personal care items, cell phone or pager

Pets – secure in a closed room or cage to avoid losing and agitating the animal

Leave – old keys and garage door openers with your REALTOR

Preliminary Property Information

Would you please take a few moments to complete the information below? This will enable us to answer many of the buyer's questions and expedite the selling process.

DOCUMENTS/ITEMS NEEDED FOR CONSULTATION:

- ____ KEY TO PROPERTIES
- ____ DEED TO PROPERTY
- ____ 1-2 YEARS R.E. TAX RECEIPTS (CAN SHOW ON MORTGAGE ESCROW)
- ____ COPY OF SURVEY (if available)
- ____ COPY OF TITLE POLICY (if available)
- ____ DEATH CERTIFICATE (if applicable)
- ____ CONDO or TOWNHOUSE DOCUMENTS (if applicable, usually have to pay assoc.)
- ____ DATE OF DIVORCE DECREE (if applicable)

WHAT ARE THE APPLICABLE SCHOOLS?

ELEMENTARY _____

INTERMEDIATE _____

MIDDLE _____

HIGH _____

WHERE IS YOUR CURRENT MORTGAGE?

MORTGAGE
COMPANY _____

ADDRESS _____

PHONE NUMBER _____

ACCT.# _____

APPROXIMATE PRINCIPAL BALANCE _____

Utility Information

Please fill out the following information:

PROPERTY ADDRESS: _____

ELECTRIC PROVIDER: _____

PHONE: _____

GAS PROVIDER: _____

PHONE: _____

WATER PROVIDER: _____

PHONE: _____

WASTE PROVIDER: _____

PHONE: _____

CABLE PROVIDER:

PHONE: _____

HOA FEES \$ _____ ANNUAL _____ MONTHLY _____

GARBAGE COLLECTION DAY _____

QUESTIONS

Selling your home is a complex process, and it's only natural for you to have some questions and concerns. Please don't hesitate to ask any question that you may have. When it comes to selling your home, there is no such thing as a dumb question!

Please note any questions you have, so that we can address them during our meeting:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____