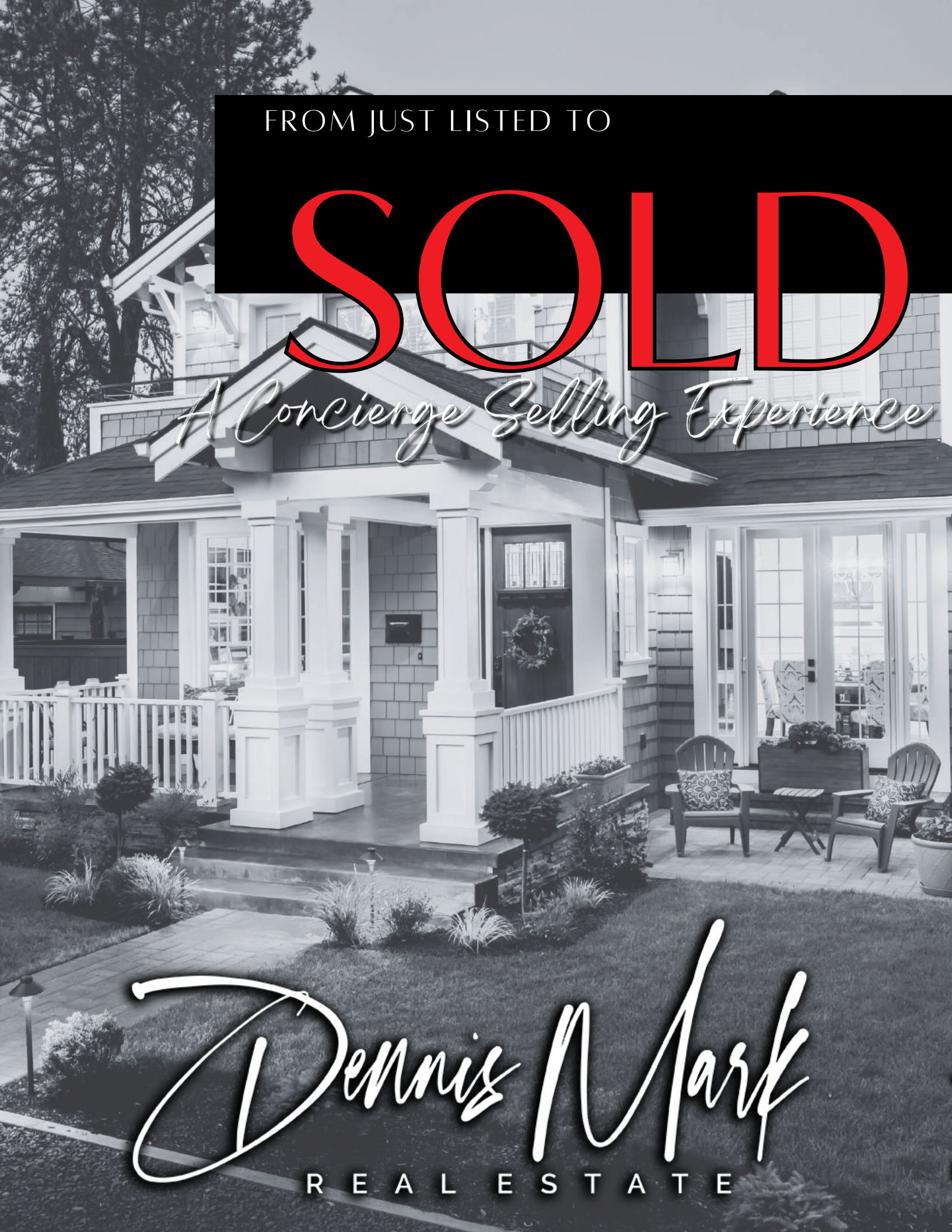
FROM JUST LISTED TO
SOLD
A Concierge Selling Experience
Dennis Mark
REAL ESTATE

WELCOME

We are excited to work with you!

We understand that selling a home in today's market can be challenging. While the market can fluctuate daily, hundreds of homes are sold each week in our area.

Thank you for choosing to put your trust in me for the process of selling and/or buying your next home. Every member of my team is committed to ensuring that ALL of your real estate needs are not just met, but exceeded! I've created this guide for your convenience and we hope that it will be a valuable resource. While the entire process is outlined for you here, please know that I will be staying in constant contact with you throughout the process. Your experience will be unique and I will adjust our service according to your wants and needs. My focus is on your complete satisfaction.

I hope this sellers guide answers any questions you may have about getting your home on the market and sold fast.

I am here to help with any of your real estate needs, please don't hesitate to reach out!

Dennis Mark Interdonato

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ABOUT US

The Dennis Mark Group is a full-service, fully licensed, Real Estate Marketing team focused on our clients and our customer service. Working with sellers and buyers on existing homes, we are the area experts within Monmouth & Ocean County, NJ, for the marketing and sale of your home. We stage homes, new and existing, and use a professional photographer for still photos, along with an advanced Digital Marketing Campaign to market our listings to stand out above the rest!

Our knowledge of the market paired with our research techniques have proven that we price to optimize sales by getting 9 - 15% more for your house. A house that looks amazing at the right price equates to a sale! This knowledge translates to skilled negotiation skills for our sellers, and leads to the best price for their biggest investment in the least amount of time possible!

Our knowledge of the market and our research techniques have proven that we price to optimize sales by getting 9 to 15% more for your house.

RESULTS DRIVEN

My Stats ● *Average Agent*

2023
HOME
SALES
19

2023
AVERAGE
HOME PRICE
$ 525,000

2023
AVERAGE
OF
OFFERS
6

2023
AVERAGE
DAYS ON
MARKET
7

20'–24' LIST
TO SALE
PRICE %
100%

OUR COMMITMENT

01

THE TRUTH

I promise to ALWAYS tell you the truth, whether you want to hear it or not..

02

RESPECT

I promise to respect your confidence. and your opinions, and in turn expect it back.

03

ADVICE

I promise to give you the best advice I can, based on the situation and my beliefs as a professional

04

TRANSPARENCY

I promise to always be in communication with you, and never do anything without you knowing about it

05

FOLLOW UP

I promise to follow through and follow up, keeping you informed every step of the way

4 STAGES OF HOME SELLING

prelisting

- schedule an appointment
- property evaluation
- complete market analysis
- discuss staging
- establish marketing strategy
- establish sales price
- execute listing agreement

Prep for Market

- professional photography taken
- yard sign installed
- coming soon campaign begins
- showing times selected
- property brochure created
- social media campaigns begin
- digital advertising begins
- e-mail campaigns go out
- open houses scheduled

Active on Market

- just listed campaign begins
- lock box installed
- showings begin
- curb appeal kept up
- house is kept ready to show
- showing feedback shared
- neighborhood door knocked
- open houses held

Offer & Closing

- offer(s) received & negotiated
- offer accepted
- back-up offer(s) on file
- attorney review
- inspections completed
- appraisal completed
- final walk thru
- property closes
- refer friends & family to us!

STAGE ONE

STAGE ONE : PRELISTING

Your Current Home

PRICING TO SELL FAST

& for more money

You may have heard that there is very little housing inventory right now. This means that prices for homes have gone up. As a seller, this is excellent news! The timing is perfect for you to get the most return on your investment into your home.

Even in today's hot market, there are still homes that sit, waiting for an offer for months and months. This time spent on MLS means that you're still making your mortgage payments, and you're still not getting equity out of your home.

Even worse is what buyers and buyer agents think about homes. Stale homes that have been sitting on the market for too long. Remember how important first impressions are? The first impression a buyer gets about a home that has been on the market longer than average is this:

"SOMETHING MUST BE WRONG WITH THAT HOME."

That thought will scare away many buyers, and it will prompt the ones who remain interested in attempting to lowball you.

But why are those homes still on the market in the first place? It's because they are often priced "out of the market." Please take a look at the graph on the next page to see what we mean.

THE BUYER MENTALITY *has changed*

10 years ago, a seller would list their home, knowing that was probably the most they would get for their home. A buyer would submit an offer below list price, and they would negotiate to meet somewhere in the middle.

What Has Changed?

Since Covid hit and interest rates dropped, the amount of buyers it brought into the marketplace created a severe demand for inventory. With that demand, it has also created an opportunity for sellers to benefit from higher market values for their homes.

However, since interest rates have increased, the buyer pool is still here, and growing. Market values are also increasing. BUT - the mentality has changed.

Now, when a home is listed, it is now assumed that is the LOWEST price a seller will accept for their home. So when buyers are searching for properties, they may dismiss a home if it is priced too high, knowing that they will most likely have to negotiate UP from that price point.

"ALL I NEED TO DO IS GET PEOPLE THRU THE FRONT DOOR"

In order to maximize exposure and guarantee the seller the most money for their home in the least amount of time, our marketing plan includes listing the home competitively, which will increase interest from multiple buyer price points, and in turn creates increased demand for that house.

That increased demand will bring more offers, at higher prices and essentially pit buyers against each either, creating our own bidding war.

All I need to do is get people through the front door. The more groups through the front door, the more offers. The more offers, the higher the price point. It's simple economics - We Create Our Own Demand.

A competitive price point, in my opinion, is the best marketing tool for selling a home in this market.

STAGE TWO

STAGE TWO : PREPARATION

our steps to sold

OUR EIGHT STEPS

to get your home sold

01 MARKET PREPARATION

02 STAGING

03 PHOTOGRAPHY/VIDEO

04 COMING SOON CAMPAIGN

05 ENGAING THE REAL ESTATE COMMUNITY

06 SOCIAL MEDIA MARKETING CAMPAIGN

07 NEIGHBORHOOD MARKETING

08 OPEN HOUSE WEEKEND

PREPARING YOUR HOME

FIRST IMPRESSIONS

Just as first impressions are important when meeting people, they can also make or break a home sale. When potential buyers walk into your house, they will start to evaluate everything they see. Their impression will ultimately determine how much they're willing to offer on the property...or even if they'll be interested in buying it at all.

CLEANLINESS

You wouldn't want your mother to come over when your house was dirty, would you? And you're not even trying to get her to shell out thousands of dollars for the place!

Buyers are easily distracted, and they will tend to focus on the negatives instead of the positives of each home they tour. Each dish left in the sink or dust bunny in the corner is going to detract from the perceived value of your home, which means a lower offer amount and more time on the market for you.

REPAIRS

There are several reasons to complete repairs on your home before you put it on the market. Ultimately, buyers will pay more for a home to avoid the work of fixing it, and they will pay faster.

Moreover, any money you invest into repairs before you list — when you have time to price-shop and to use a little bit of elbow grease — will be far less than the quote from the home inspector or the concessions the buyers will want.

The good news is that most repairs are merely cosmetic and relatively inexpensive. Think of the things on your to-do list: that leaky faucet and the cracked bathroom tile were bothering you when you lived in the house, and they're going to bother the new owners too.

PREPARING YOUR HOME

We advise on decluttering, making repairs/alterations that will help you gain financially, as well as show the home in its best possible form. Remember … First Impressions Last a Lifetime. Spacious Rooms should appear spacious. Store any unnecessary pieces of furniture to allow for easy movement around the room and throughout the house.

Interior

WASH ALL WINDOWS AND MIRRORS

REMOVE ALL PET-RELATED ITEMS AND FOOD

TAKE PERSONAL ITEMS OFF THE WALLS

ALL LAUNDRY IS EITHER PUT AWAY OR HIDDEN

TAKE ALL TRASH OUT

MOVE ALL SENSITIVE PAPERWORK AND MEDICATION TO A SECURE AREA

Exterior

WASH ALL WINDOWS AND CLEAN SCREENS

TOUCH UP PAINT

MOVE ANY EXTRA VEHICLES FROM THE DRIVEWAY

DISPLAY SEASONAL FLOWERS AND LANDSCAPING

WEED ANY FLOWER BEDS

CLEAN FRONT PORCH AND SECURE ANY LOOSE HANDRAILS

STAGING YOUR HOME

Staging makes your house look and feel like a model home. It's the process of simplifying, rearranging furniture, adding decorative elements, and depersonalizing a home to maximize its appeal to buyers. The whole point of staging your house is to make it easy for prospective home buyers to envision themselves living in your home. To be successful, there are a few things you need to understand about what characteristics of a house are universally appealing to homebuyers.

83%

OF BUYERS' AGENTS SAID STAGING A HOME MADE IT EASIER FOR A BUYER TO VISUALIZE THE PROPERTY AS A FUTURE HOME.

Pros of Staging

+ Staging makes the listing photos look phenomenal, attracting more buyers into the home

+ Staging allows buyers to envision themselves living in your home

+ Staging has been proven to get a higher price in a shorter time

67%

OF TOP AGENTS SAY THAT HOME STAGING HELPS A SELLER FETCH MORE MONEY FOR THEIR HOUSE AT RESALE.

Cons of Staging

- Staging can take time to set up and take down after selling

- Staging can be costly when hiring a professional stager company

-If done poorly, staging may not be in the buyers' taste

40%

OF BUYERS' AGENTS CITED THAT HOME STAGING HAD AN EFFECT ON MOST BUYERS' VIEW OF THE HOME.

PROFESSIONAL PHOTOGRAPHY

Over 95% of home buyers start their search online, so professional photography is imperative to selling a home! We hire a professional to come to take the best pictures and they are all completely edited to make sure your home is shown perfectly!

HOMES WITH PROFESSIONAL PHOTOGRAPHY...

RECEIVE AN AVERAGE OF 87% MORE VIEWS THAN THEIR PEERS ACROSS ALL PRICE TIERS.

A HOME WITH ONE PHOTO SPENDS AN AVERAGE 70 DAYS ON THE MARKET, BUT A HOME WITH 20 PHOTOS SPENDS 32 DAYS ON THE MARKET.

HAVE A 47% HIGHER ASKING PRICE PER SQUARE FOOT.

ONLINE MARKETING BLITZ

Realtor.com Enhanced Show Case

Zillow.com - Premium Listing

Trulia Search Engine

Targeted Paid Ad Campaign (Facebook & Kunversion)

Targeted Email Campaign

Video Walk Thru (Social Media Outlets)

Landing Page with lead form capture

Dennis Mark Website Listing Showcase

Social Media Posting (Facebook, IG, Tik Tok)

Homefinder

Homes.com

Pro HomeSnap

+Many More via MLS Reciprocity

SOCIAL MEDIA

With technology headed to the forefront of the new real estate market and the typical buyer using the internet to search for homes, the internet is a prevalent factor in the home buying process today. But what else is driving today's homebuyers? I believe it is everything they have learned from watching real estate reality-based content on TV and now, even more so, on social media.

NATIONAL ASSOCIATION OF REALTORS HOMEBUYER SURVEY 2023

WHERE BUYER FOUND THE HOME THEY PURCHASED

Exhibit 3-4 *(Percentage Distribution)*

	AGE OF HOME BUYER						
	All Buyers	24 to 32	33 to 42	43 to 57	58 to 67	68 to 76	77 to 97
Internet	51%	56%	52%	53%	55%	42%	38%
Real estate agent	29	25	25	29	39	36	31
Friend, relative or neighbor	10	10	10	7	9	9	21
Directly from sellers/Knew the sellers	5	5	9	4	3	5	3
Yard sign/open house sign	4	3	3	5	3	7	6
Home builder or their agent	1	1	1	2	1	1	1
Print newspaper advertisement	*	*	*	*	*	*	*
Home book or magazine	*	*	*	*	*	*	*
Other	*	*	*	*	*	*	*

*Less than 1 percent

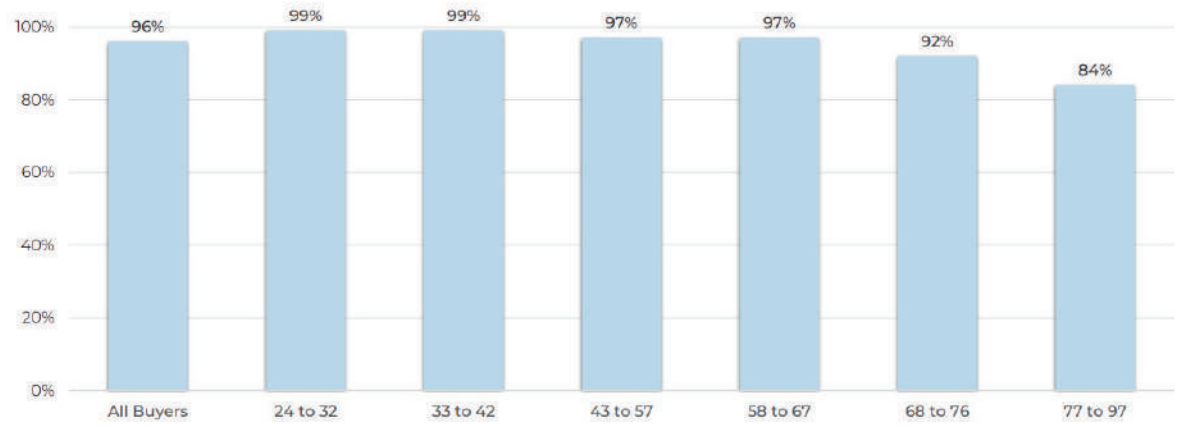
2023 NAR Home Buyers and Sellers Generational Trends

NATIONAL ASSOCIATION OF REALTORS®

52

USE OF INTERNET TO SEARCH FOR HOMES

Exhibit 3-6 *(Percent of Respondents)*



2023 NAR Home Buyers and Sellers Generational Trends

NATIONAL ASSOCIATION OF REALTORS®

54

SOCIAL MEDIA *Marketing*

Now, I may not be a Social Media influencer, but I offer unique value to real estate listing agents by leveraging my extensive online reach and engagement capabilities to enhance the visibility of their listings. My expertise in creating captivating content has placed me in the top 16% of reel play on Facebook, a testament to my ability to attract and retain a wide audience. With a TikTok account that is witnessing daily growth and a combined following of close to 10,000 individuals across all my social media platforms, I have the capability to reach thousands of potential buyers every day. My dynamic online presence and proven track record of engaging content creation makes me, and my team, an ideal partner for listing agents looking to maximize the exposure of their listings and attract a diverse pool of prospective buyers. Below is a breakdown of how my social media presence sets myself, and my team, apart from the rest:

Enhanced Visibility: By showcasing your listings through our social media channels, we can significantly increase the property's exposure to potential buyers.

Engaging Content: Utilizing my skills in creating engaging and informative reels, posts, stories & videos, we can highlight the unique features of your listings, making them more appealing to the audience.

Targeted Reach: Leveraging my analytics, we can target potential buyers more effectively, ensuring that your listings are seen by individuals who are actively searching for properties.

Increased Engagement: Through interactive content and virtual tours on platforms like TikTok and Facebook, we can generate higher engagement levels, encouraging more prospective buyers to attend open houses.

Immediate Feedback: By engaging with our audiences through comments and direct messages, we can gather immediate feedback and insights on the listings, allowing for quick adjustments to marketing strategies if necessary.

VIDEO *Marketing*

At its core, video marketing is invaluable these days. What we do, is take that to another level during open houses.

Video tour walk-thru's occur multiple times throughout the Open House, showcasing different aspects of the home, and immediately being posted to our social media outlets such as Facebook, Instagram and Tik Tok. During these videos, we ensure that the listing agent is always mentioned and given credit for the listing.

In addition, each agent will doing a Facebook Live stream for 30 minutes each during the open house, at different times.

These videos are not only posted during the open house, but also during the evenings on the weekend of the open house, and also days before the open house. Lastly, days before the open house (if given enough time), we will create a special video tour and post it as a paid ad on Facebook, along with posting a reel on IG and a video on Tik Tok.

Lastly, while potential buyers are walking thru the open house, we will be asking them to give us a video testimonial of the tour they are taking, and post the positive remarks to our social media outlets as well.

OPEN HOUSES

WE LOVE SHOWCASING YOUR HOME WITH AN OPEN HOUSE

A lot of buyers like to look at a home without any pressure. This is what we call the "two step" buyer. Most the time they start the process by going to the open house first then follow up with a tour by their real estate agent.

steps we take to prepare

- Posted on all major websites including Zillow, Homes.com, Realtor.com and the local MLS
- Directional signs strategically placed around your neighborhood
- Video walk thru prepared and marketed days in advance
- Posted on our social media accounts (flyers | promotional videos)
- Paid Facebook ads
- Weekly Newsletter Blast
- Door Knock Neighborhood

PRINT MARKETING

It is no longer acceptable for your real estate agent to just print and hand out the MLS stat sheet. Here are examples of marketing pieces we have printed with past listings.

01

Custom Property Flyer

02

Postcard Campaign

03

Neighborhood Door Knock with Materials

FOLLOW UP

According to a study done by MIT, the odds of contacting a lead in more than 5 minutes versus 30 minutes drops 100 times. From 5 to 10 minutes the odds decrease by 5 times. Is there any wonder why the average single agent misses so many opportunities to convert buyer leads for their seller?

Our team is trained and prepared to follow up immediately.

STAGE THREE

STAGE THREE : ON THE MARKET

showing activity

LAST-MINUTE SHOWING *checklist*

- [ ] Secure valuables (tech devices such as laptops, tablets, phones), bills, spare keys to the house and prescription drugs
- [ ] Have all counter tops cleaned off. Remove countertop appliances such as toasters or coffee makers.
- [ ] Keys and personal items should be stored away.
- [ ] Declutter / put away everyday items: dishes, mail, shoes, coats, kids' toys, sporting equipment, etc.
- [ ] Take 15 minutes and organize / purge your fridge - because a buyer WILL look!
- [ ] Make sure the thermostat is set appropriately for the weather and make the home comfortable for showings.
- [ ] Play soft music. We have playlists we can recommend
- [ ] Turn on all of the lights
- [ ] Organize toys or store them while your home is on the Market
- [ ] Less is more. Remove excess furniture if possible.
- [ ] Walkways to and from the home should be clean and clear.
- [ ] Make all of the beds.
- [ ] Take the trash out and consider hiding garbage cans.
- [ ] Minimize family photos
- [ ] Do a thorough cleaning - even if you have to hire a cleaning service
- [ ] Improve curb appeal: Mow the lawn and trim back overgrown shrubbery
- [ ] Make the bathrooms shine: Toilet seats down, clean mirrors and other glass surfaces.
- [ ] Put fresh flowers or flowering plants on the dining room table
- [ ] Offer snacks and water
- [ ] Take all the magnets and pictures off the refrigerator.
- [ ] Open the windows - buyers love lots of natural light.
- [ ] Replace light bulbs that are burnt out. The better the lighting, the better the results.
- [ ] Hide feeding bowls, litter boxes, dog beds, etc.
- [ ] Do a final dusting, sweeping and vacuuming just before the open house or showing.

SHOWING YOUR HOME

STEP 01

A SHOWING HAS BEEN REQUESTED

STEP 02

YOU APPROVE OR DISAPPROVE

STEP 03

HOME IS PREPARED FOR THE SHOWING

STEP 04

YOU LEAVE AND THE SHOWING IS COMPLETED

STEP 05

FEEDBACK IS RECEIVED

STEP 06

REVIEW FEEDBACK OR OFFER

COMMON SHOWING MISTAKES

Not accommodating showings: Sure, showings can be a pain to prepare for, and they can be scheduled last minute, but it's in your best interest to be flexible with your potential buyer's schedule whenever possible. They're usually looking at multiple homes in a day, and they may not circle back to see your home again if it's not available when they ask to see it.

Attending your own showing: It's considered a faux pas for sellers to be present during showings at their home, as it can make buyers feel uncomfortable. If you're selling your home on your own, without the help of an agent, consider using a lockbox for showings. If you're a for-sale-by-owner (FSBO) seller and you have to host the showing yourself, don't hover. Let visitors explore your house on their own, and just be available to answer questions.

Taking feedback personally: It can be hard to hear criticism about your home, but it can be helpful. For example, if you find out a buyer said the carpets looked dirty, you can clean them before the next showing.

Dennis Mark
REAL ESTATE

SHOWING FEEDBACK

When you're selling your house and have taken time to clean, pick up, and clear all your counters so a buyer can tour your home – you probably want to know what they thought about your house, right? Actually, you probably want them to make an offer! But, if they don't make an offer, it's common for sellers to want to know WHY.

The "why" is called buyer feedback. And, sometimes it can be confusing. Interpreting buyer feedback can be a difficult task. It's common practice on my team to ask the agent that showed the property what the buyer thought. We pass that information on to you to satisfy your curiosity. And here's a list of some helpful ways to interpret that feedback:

what they say	what they mean
"The furnace (or insert another large mechanical name here) is old and they're just not sure."	The buyer is afraid of major expenses down the road. So, for the price your house is listed at - they fear it's going to cost too much money later and not be worth it.
"They were hoping for an open floor plan." "The floor plan wasn't right for them." "They thought the rooms would be bigger." "The rooms are smaller than they thought." "They were surprised at the (insert name of something not shown in photos)." "It was our first time out and they're just getting started."	Is it possible your photos are hiding something obvious that people won't like? Re-shoot the pics. Sometimes pictures are deceiving in that rooms look bigger than they are. And, sometimes photos don't show how awesome a house truly is. Or, maybe they didn't look at the photos very closely at all and it's not your pics at all. Either way, they're probably disappointed with the reality for whatever reason and not going to make an offer because it's just not what they want.
"It smelled funny." "The pet odor was strong."	You need to clean, throw away air fresheners, and/or remove odor. It's amazing how much more a clean/fresh-smelling home will sell for vs. one that hasn't been prepared as well.
"More work than they expected." "Too much wallpaper."	They might need to see more homes to understand the value but at the moment they're not excited enough about your house to make an offer.

What they say	What they mean
"The showing went well." "It's a lovely home, thank the sellers for us."	Who knows what that means but more than likely if it's not followed with an offer it means they're not interested.
"The street was really busy." "Didn't like the apartments behind the house." "It's too close to the (insert name of something that buyers will be annoyed with - convenience store, school, business, etc.)."	Sometimes the location of a house can really surprise a buyer (and sometimes the agent!) when they pull up to the house. For example, if your address is on a side street but the interstate is in your backyard. It's better to confront those issues in the listing than surprise people at the showing. This goes for all item mentioned in this step. The more we disclose, the less they can nit-pick.

These are just a few examples of feedback we see – and give.

Ultimately, when someone gives you feedback, good or bad, but it's not followed with an offer – the feedback means the buyer didn't see the value in your house for the listing price.
But, that doesn't necessarily mean that you're priced too high. (Although, it might mean that.)

Really, it's all about VALUE.
As your listing agent, I use buyer feedback to understand where buyers are at value-wise.
Feedback always tells a story. There are 3 reasons your house won't sell:

LOCATION
CONDITION
PRICE

You can't change the location. So, if you live on a busy street or have apartments right next to your house, you can expect people to not love that.

You can change the condition. But, maybe you don't want to. Because if buyers are commenting that they think the house is too much work – you have a value problem. You can remedy the issues that are causing the issue (remove wallpaper, paint, update, etc) or you can adjust the price.

And, if your location is great and the condition is great but people still aren't buying your house? Well, that could be a number of things. But, the odds are good that it's a value problem and the market is rejecting your listing price. That's easy enough to fix – adjust the price, or better yet, price the home competitively from the start, so you will never have to worry about it.

WHAT TO DO WITH PETS *during a showing*

Most people love dogs, cats, and other household animals – but like most things, there is a time and place for everything. Unfortunately, having pets when selling a home can cause major issues and affect your bottom line. If you are an animal lover, we know this can be a bitter pill to swallow, but read on.... Here is what to do with pets when selling a home.

WHY DO PETS NEED TO GO...

Whether your home is being held open or having a showing, below are just some reasons why pets need to be removed from your home during these times.

FEAR & NERVES

It may seem hard to believe, but the fear of cats and dogs is the most common animal fear. While many people may not outright fear pets, they are not comfortable around them. We have seen clients refuse to go into homes that have pets. Of course, when selling, the goal is to get as many people through your door as possible to expand the field of interest.

UNPREDICTABILITY

Very often, we hear, "my cat is so nice" and "my dog doesn't bark." Well, we have had that "nice" cat attack potential buyers and draw blood, and that "non-barking" dog get so territorial it barks, growls, and scares buyers and agents — so much they have to leave. You very well might have the most well-mannered pet(s), but you never know how they will react to strangers coming into your home (nor do you know how a stranger will treat your pet).

WHAT TO DO WITH PETS WHEN SELLING A HOME

Here are some ways our clients have resolved the issue of pets:

1. Leave them with family or friends while your home is on the market
2. Board them for a specific amount of time
3. Take them to work with you for the day (if this is an option).
4. Hire a dog walker to remove them for showings
5. Ask a close neighbor to take your pet during showings
6. Completely move out of your home and take them with you

STAGE FOUR

STAGE FOUR : UNDER CONTRACT & CLOSING

The offer & closing

NEGOTIATING THE OFFER

Did you know there are three separate times to negotiate in the purchase contract?

1. The first is when we negotiate the price and terms when the offer is first submitted.
2. Second, there is an opportunity to negotiate during the buyer's inspection contingency.
3. Last, during the buyers' appraisal contingency.

It is essential that you have an experienced, knowledgeable professional working on your behalf during this process. Members of our team are negotiation experts, and we will use our expertise to work for you. Whom you choose to represent you matters.

THE OFFER

Once you receive an offer there are still several items that have to be handled properly. Making sure you properly disclose and obey all the terms of the contract are just a few of the important items. When we have an accepted contract, the escrow process begins. We help you every step of the way.

THE OFFER PROCESS

AFTER YOU RECEIVE AN OFFER

We will meet and review your offer together. Once the details are thoroughly reviewed and understood, you will have three options:

1- ACCEPT THE OFFER AS WRITTEN
2- DECLINE THE OFFER

If you feel as though the offer isn't close enough to your expectations to further negotiate this offer.

3- COUNTER OFFER

If you agree to most the offer but want to change a few details, we can counter the buyer with the new terms.

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

ONCE AN OFFER IS ACCEPTED BY BOTH PARTIES, YOU HAVE OFFICIALLY ACCEPTED AN OFFER.

Congratulations!!

AFTER THE OFFER

FINALIZING OF THE SIGNATURES

Once you have accepted an offer, you will sign all the contract documents, ensuring that the terms of the offer are concrete, and then will submit everything to your attorney, to begin Attorney Review.

ATTORNEY REVIEW

Attorney Review is usually is 3 business day period where the attorneys review the signd contracts to ensure that they are mutually agreeable to both parties. Sometimes, the terms of the deal may change, so I ensure that I stay involved during this process.

BUYER ORDER INSPECTIONS

Home Inspection and WDI (wood destroying insects)_ inspections are the most common ordered. if you house has a septic, oil tank or a pool, those inspections will also be ordered by the buyer. If there is a well, that will be your responsibility to have inspected.

NEGOTIATE FINAL OFFER

Issues could arise after the home inspection, and those issues tend to result in another round of negotiations for credits or fixes.

1. The buyer could ask for credit for the work that needs to be done. Naturally, I will have already been prepared for this and have spoken to the other agent about this to ensure these requests are minimal.

2. Think “big picture” and don’t sweat the small stuff. A tile that needs some grouting or a leaky faucet can easily be fixed. We have a list of licensed professionals that can help with any repairs.

3. Breath. This is where myself and your attorney do our best work, to ensure that you will not be taken advantage of and that you come out on top.

AFTER THE OFFER

APPRAISAL IS ORDERED BY THE LENDER

If a mortgage is being obtained by the buyer, an appraisal will be ordered. This is an industry standard and only takes a few minutes for the appraiser to walk around and evaluate the property. We usually hear back from them in a couple days.

MORTGAGE COMMITTMENT IS OBTAINED

Shortly after the appraisal comes in, we should be hearing from the buyer's lender that a mortgage commitment has been issued. What this means is that they buyer has been approved for the loan and is not ready to go through the final phase of underwriting, to make sure that their financial situation has not changed since they were pre approved.

CLEAR TO CLOSE

Clear to close is what we want to hear. This means that the buyer has gone through the final underwriting phase, and the underwriter has approved the mortgage. This usually takes 3 to 5 business days

FINAL WALK THRU

Once clear to close has been given, the buyer will schedule their final walk thru to ensure that your home is in the same condition it was in the lst time they were there. cleaned and broom swept is the industry standard for moving out of your home.. Anything better than that, and the buyer will certainly be appreciative of your efforts

CLOSING DAY!!!

The day we have all been waiting for! Closings usually go very smooth, with a lot of signatures and tears of joy. Now, it is on to the next chapter of your life. CONGRATULATIONS!!!

SCHEDULING YOUR MOVE

after signing

·Declutter! Sort through every drawer, closet, cupboard & shelf, removing items you no longer need or like. Donate or sell items that are in good condition

·Get copies of medical records and store them with your other important documents

·Create an inventory of anything valuable that you plan to move

· Call NY Mover to get your free estimate

4 weeks to move

·Schedule movers/moving truck

·Receive your FREE packing materials from NY Mover

·START PACKING & PRIORITIZING

2 weeks to move

·We will schedule a time to close and sign your documents

·Contact utility companies (water, electric, cable)

·Change address: mailing, subscriptions, etc.

·Minimize grocery shopping

·Keep on packing

1 week to move

·Buyer will complete final walkthrough the day before, or on closing day

·Finish packing

·Clean

·Pack essentials for a few nights in the new home

·Confirm delivery date and new address with the moving company.

WE HAVE A GREAT PARTNERSHIP WITH NY MOVERS, AND THEY WILL BE HAPPY TO GIVE YOU A MOVING ESTIMATE, AS WELL AS SUPPLY YOU WITH $600 WORTH OF MOVING SUPPLIES FOR FREE, WITH NO OBLIGATION !!!

CLOSING DAY

Closing is when you sign over ownership paperwork and hand over your home's keys!

FINAL WALKTHROUGH

Buyers will do a final walk of the home within 24 hours of closing to check the property's condition. This final inspection takes about an hour. They will make sure any repair work that you agreed to make has been done.

THEY WILL BE SURE TO:

- Make sure all appliances are working properly
- Run the water in all the faucets and check for any possible leaks
- Open and close garage doors with an opener
- Flush toilets
- Run the garbage disposal and exhaust fans

CLOSING TABLE

Who will be there:

- Your agent (ME)
- You
- Closing Officer

BRING TO CLOSING

- Government-issued photo ID
- Any funds needed to close

CONGRATULATIONS! IT WAS A LOT OF HARD WORK BUT YOU ARE NOW OFFICIALLY CLOSED!!

WHY YOU SHOULD HIRE US

01

Communication

Communication is the key to positive relationships. To that end, we have a multi-faceted communication program with our Seller which HOLDS US ACCOUNTABLE to what we tell you we are going to do. All Sellers in the Custom Listing and Service Plan receive weekly updates on marketing, showing activity and feedback on their property via phone calls and email (if needed).

02

Market Preparation

Feedback buyers often give of homes that don't sell is that they couldn't envision themselves living in it given the current owner's choice of furnishings and any clutter or imperfections. We help to make sure this doesn't happen to you by utilizing our resources and trusted partners to complete any task deemed necessary.

03

Innovative and Creative Marketing

We are consistently sharpening our marketing sword by taking the latest and greatest marketing courses and attending seminars that show you soon-to-be-released software/ products. Dennis Mark is at the top of the list when it comes to Social Media and Digital Marketing. He has a proven track record of consistently marketing his homes and his brand, through multiple channels of social media that has earned him the top 16% in the country for Facebook reel play, not to mention his growing reach on Tik Tok, the fastest growing social media app today.

04

Target Marketing

We have been utilizing paid target marketing on the internet for over the past 5 years (Youtube, Facebook, Instagram, Tik Tok, Google), and by doing so your home is seen and shown more.

05

Proven Sales Record

Our percentage of listings sold , that we list and market, is 100%. We have NEVER had a property not sell. Furthermore, every home we have effectively marketed has always sold in a bid war, due to our marketing strategies and competitive list prices. Real Estate is not a sales game, its a marketing game, and Dennis Mark is at the top of the mountain, when it comes to marketing your home so it will sell for the most money in the shortest amount of time.

" GREAT SALESPEOPLE ARE ACTUALLY RELATIONSHIP BUILDERS WHO PROVIDE VALUE AND HELP THEIR CUSTOMERS WIN"

MY PROMISE TO YOU

ONE

I promise to ALWAYS tell you the truth, whether you want to hear it, or not.

TWO

I promise to always show you respect

THREE

I promise to give you REALISTIC advice, based on your best interests.

FOUR

I promise that you will understand what you're signing.

FIVE

I promise to Communicate, Follow Through and Follow Up.

TESTIMONIES

I can not recommend Dennis enough. I was referred to Dennis through a childhood friend during a very difficult time in my family's life. The timeframe is peak covid and we had just lost our home to a house fire and had been living in a hotel for a month while I was trying to find a rental home on my own. Dennis treated us with compassion and great care during a time where we were mentally overwhelmed and numb. He took the reins and had us looking at homes the night I got in contact with him and we had the keys to a home within a week. Dennis brings a strong sense of confidence, respect and knowledge about the job and tasks required to do the job well to the table. On top of his confidence, respect and job proficiency he is also, caring, friendly and kind. I have and will continue to recommend Dennis to my family, friends and peers with confidence

★★★★★

ERIC AND JAMIE DOLLMAN
BAYVILLE, NJ

Dennis was instrumental in helping my wife and I get the best price for our home. His sound advice helped us get the most money for our home. He conducted multiple open houses and remained in constant contact with us throughout the process. I can highly recommend Dennis to anyone buying or selling real estate.

★★★★★

MATTHEW & KRISTIN COLE
HOWELL, NJ

Dennis helped us buy our current house and has both professional work ethic and is extremely knowledgeable. He was always there to answer any questions we had and was very patient with us in the process. I would 10/10 recommend him to anyone and he will continue to be our agent for any future needs.

★★★★★

SPENCER AND SARAH RAITT FOREST
MENDHAM TWP, NJ

I highly recommend Dennis Mark Interdonato as a realtor. My family and I lost our house in a horrible fire. We are a 4 generation family. Dennis Mark Interdonato was recommended to me by a friend on Facebook. I reached out to him. I would like to express whole-heartedly how much compassion and dedication Dennis had right from the beginning of our conversations. Dennis worked tirelessly with our insurance agent to find the perfect temporary house that required a dedicated bedroom on the main floor for my 101 year old Grandmother and also something that is pet friendly. Any questions that we had a long the way was never a bother to Dennis. When we were overwhelmed with everything, Dennis always showed us the positive side of things. When Dennis finally found a temporary rental house, which are hard to come by to begin with, he got the ball rolling right away. Dennis worked side by side with the listing agent to get us into the temporary house that we are currently in. Thank you Dennis for going above and beyond. You are amazing! You definitely deserve to be recognized for your commitment and dedication to helping us out!! If you need a realtor, you will be forever grateful having Dennis on your team!!

★★★★★

GARY AND ANNEMARIE SNYDER
HOWELL, NJ

Dennis has a unique skill set that allows him to make you feel well taken care of in a trusting manner, while having the knowledge and eclectic experience in the real estate market. From the customer perspective, Dennis is a straight shooter who is honest, upfront, and tactfully comforting. Dennis' past experience as a general contractor provided such an added level of comfort for us during all phases. He understands the physical structure he is selling which is great when you want to know on the spot if a wall can come down, or if there is a load bearing wall. He really brings the best of multiple worlds while being an authentic human who makes you feel like he truly cares where your family will be living their lives. Trust him confidently.

★★★★★

JASON & LINDSAY RECHTMAN
FREEHOLD, NJ

Dennis Mark
REAL ESTATE

THANK YOU!

WE WOULD LOVE TO WORK WITH YOU, PLEASE REACH OUT IF YOU HAVE ANY QUESTIONS.

DENNIS MARK INTERDONATO

Realtor Associate

PSA, ePro, SRS

Agent Leadership Council, PC Coach, Circle of Excellence

NJ Realtors 2024 State Selection - Communications Committee

MOMLS 2024 Selection - Legislative & Political Affairs Committee

MOMLS 2024 Selection - Grievance Committee

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