



SELLING YOUR  
HOME IN  
NORTHERN  
NEVADA

---

Listing Guide and Marketing Plan



AMANDA GUNTER  
& SCOTT GUNTER  
**DICKSON**  
REALTY

Amanda Gunter S.0176792 Dickson Realty  
775.525.1528 agunter@dicksonrealty.com

Scott Gunter S.0192804 Dickson Realty  
775.525.0192 sgunter@dicksonrealty.com

# COMMITMENT

---

Thank you for the opportunity to discuss listing your property. We realize that you have a choice when hiring a REALTOR® to help you through the process of selling your home – and we are committed to exceeding your expectations. As your agents, there are many services you can expect us to provide, including:

- **Accurately pricing your home.** Through our research, experience, and the expertise at Dickson Realty, we will price your home to get the highest dollar value possible.
- **Enhancing the perceived, and real value of your home**, which enables you to command a higher asking price.
- **Providing unmatched marketing** including; proper staging, professional quality photography and maximum exposure locally and on the internet through my expertise and the resources of Dickson Realty's marketing team.
- **Working to bring qualified buyers** to consider your home.
- **Communicating with you regularly**, including updates on the market and feedback on showings.
- **Negotiating the terms of the offers** and contract.
- **Keeping you informed and involved** from the beginning of listing your home to the close of escrow.

The enclosed marketing plan is our roadmap to success. We look forward to the opportunity to market and sell your home. Please let us know if we can answer any questions.

Warmest Regards,

Amanda & Scott  
Dickson Realty



Amanda Gunter S.0176792 Dickson Realty  
775.525.1528 agunter@dicksonrealty.com

Scott Gunter S.0192804 Dickson Realty  
775.525.0192 sgunter@dicksonrealty.com



**LOCAL EXPERTISE,  
GLOBAL  
CONNECTIONS,  
POWERFUL  
MARKETING.**

**1.1 MILLION  
GLOBAL TRANSACTIONS**

**550  
COMPANIES**

**4,600  
OFFICES**

**135,000  
SALES ASSOCIATES**

**70  
COUNTRIES**



© 2020 Leading Real Estate Companies of the World. All Rights Reserved.  
C-LocalExpertise 04.20 Equal Housing Opportunity.

## WE MARKET YOUR PROPERTY TO THE WORLD.

When selling your home, you need global exposure in addition to the strong marketing expertise we deliver locally. As an affiliate of Leading Real Estate Companies of the World, we have the resources to market your property to the highest possible number of potential buyers. With 135,000 talented associates around the world, we expose your property to buyers on six continents ensuring more eyes on your property. In addition, we receive inbound clients from other affiliates around the globe who are interested in purchasing a home.

Leading Real Estate Companies of the World is a pedigree denoting the very best companies who represent qualified clientele and wish to do business with similar firms. Each year our network is collectively responsible for over one million transactions on a global basis.

When your home is posted to our website locally, it is immediately promoted on the LeadingRE.com website. It is also immediately connected to the websites of 550 of our affiliated real estate firms in the world.



Amanda Gunter S.0176792 Dickson Realty  
775.525.1528 agunter@dicksonrealty.com

Scott Gunter S.0192804 Dickson Realty  
775.525.0192 sgunter@dicksonrealty.com

# TOP 5 LUXURY REAL ESTATE COMPANIES

2022 Market Share for Reno/Sparks Homes Sold Over \$2 Million\*



Dickson Realty market share for Reno/Sparks homes sold over \$1 million in 2022 =

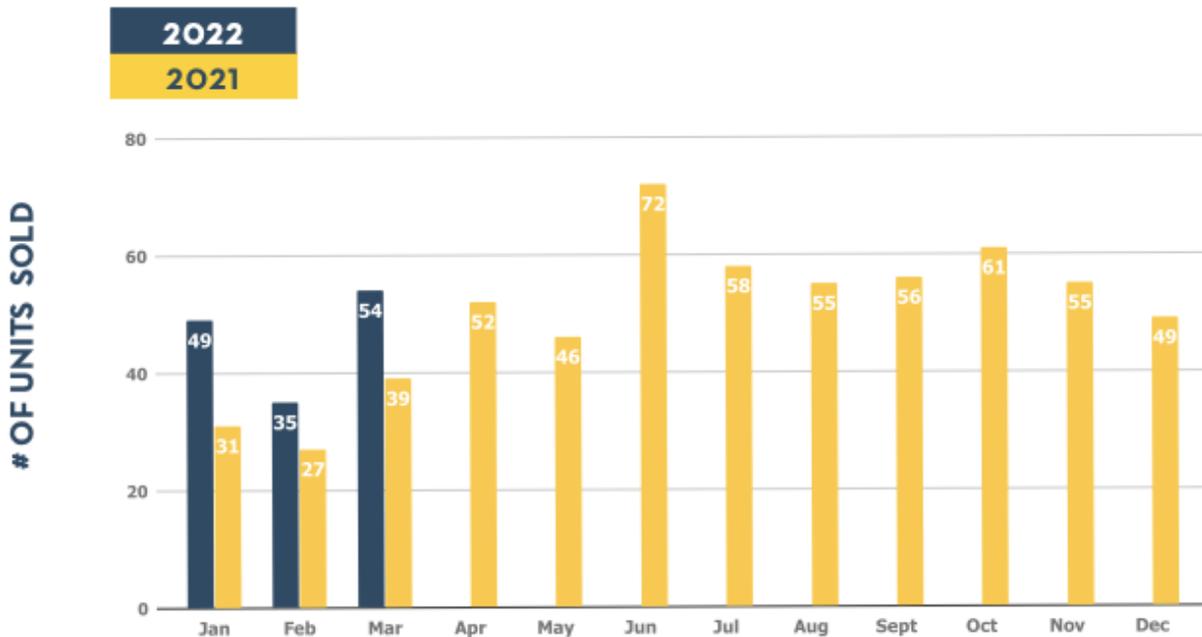
**28.89%**

Dickson Realty market share for Reno/Sparks homes sold over \$3 million in 2022 =

**42.48%**

# LUXURY HOME SALES BY MONTH

Over \$1 Million\* 2022 vs. 2021



\*Source: Northern Nevada Multiple Listing Service (NVRMLS) residential volume for transactions over \$1 million in all Reno/Sparks areas (Area 100), January 1 - March 31, 2022, as of 04/07/2022

Amanda Gunter S.0176792 Dickson Realty  
775.525.1528 agunter@dicksonrealty.com

Scott Gunter S.0192804 Dickson Realty  
775.525.0192 sgunter@dicksonrealty.com

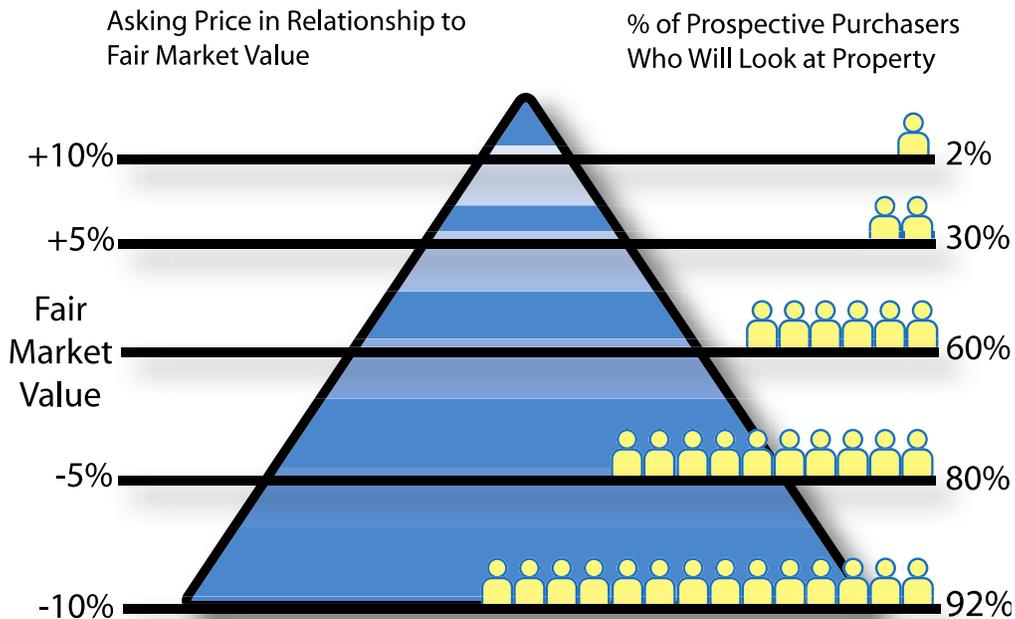
# OUR MARKETING PLAN

---

Thank you for considering listing your home with us. We will invest a considerable amount of time, energy, finance, and expertise into your listing to maximize satisfaction and minimize worry.

**Tactical Pricing:** We will assist you with pricing your home based on performing a competitive market analysis (CMA). We will spend an extensive amount of time researching all sold properties from the past 6 months in and around your area using proprietary tools only reserved for licensed real estate agents. We will present to you a filtered list of only the most comparable homes with pictures and stats to create a foundation for the pricing of your home. Next, We will use market analysis techniques to show you how your home will compete with other homes that are currently for sale in your area also demonstrated with pictures, property profiles, and stats. Knowing how other homes are presented, priced, and marketed will enable you to establish the value at which you are most likely to be a buyer's first choice in the market. We will also present an analysis that demonstrates the most current market trends in your area and home type. The CMA detailed recipe that I have laid out here for you will enable you to predict the price at which to offer your home for sale and market time of your home.

## Percent of Buyers Who Will View Property



Amanda Gunter S.0176792 Dickson Realty  
775.525.1528 agunter@dicksonrealty.com

Scott Gunter S.0192804 Dickson Realty  
775.525.0192 sgunter@dicksonrealty.com

## Professional Photos and Drone Photos:

The pictures people see online and in marketing material are crucial to increasing your chances of multiple showings. We will hire a professional photographer to take and prepare premium digital pictures of your home.



## 360 Virtual Home Tour:

We will create a 360 virtual home tour to set your home apart once again from others in the online marketing arena and allow out-of-area buyers to virtually walk through your home when they can't be here in person. It also allows us to create an estimated floor plan with room measurements.



Amanda Gunter S.0176792 Dickson Realty  
775.525.1528 agunter@dicksonrealty.com

Scott Gunter S.0192804 Dickson Realty  
775.525.0192 sgunter@dicksonrealty.com



## Custom Webpage:

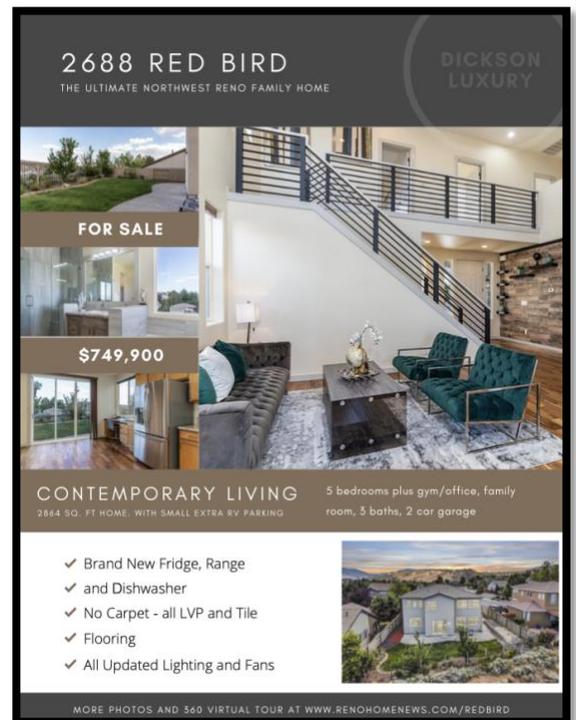
We will create a custom webpage for your property to showcase the highlights, video tour, and photos. The 360 tour is placed on your webpage, all professional photos, full details and a map of the location. This is shared across social media and through the MLS.

## Beautiful Color Flyer:

The more highlights and information you can give about your home and community the more intrigue you can create. We will design a full color flyer to describe all your home's highlights and make them available both in the yard and at open houses.

## Multiple Listing Service (MLS):

We will sit down with you and put together all the information needed to put your home on the MLS. We will then make sure all of the information and photos are entered into the MLS. We will utilize the maximum amount of room for the MLS remarks and extended remarks (1,024 characters) to write professional, strategic, and error free comments that will represent your home in the best light possible.



## Putting Your Best Foot Forward on the Internet:

Amanda Gunter S.0176792 Dickson Realty  
775.525.1528 agunter@dicksonrealty.com

Scott Gunter S.0192804 Dickson Realty  
775.525.0192 sgunter@dicksonrealty.com

Today, 95% plus of all buyers use the internet in their home search. We will make sure your home is published on the most popular websites:

**DicksonRealty.com**- the leading local source of information for buyers in the region. This site averages more than 40,000 visitors each month.

**Realtor.com**- the dominant real estate site on the internet with 5 to 6 million unique visits monthly.

**LeadingRE.com**- combines the power of hundreds of international member websites under one easy to use real estate listing search engine and allows for browsing houses nationally and internationally.

**Advertised on all of the Syndicated partners:** your home will also appear on the following top ranked real estate search sites through our syndication partners:

- a. **Google.com**
- b. **Zillow.com**
- c. **Trulia.com**
- d. **Movoto.com**
- e. **HomesAndLand.com**
- f. **AOL.com**
- g. **Yahoo.com**
- h. **Hotpads.com**
- i. **FrontDoor.com and OpenHouse.com (HGTV's real estate portals)**
- j. **HomeFinder.com**



## Getting your Home Seen by as Many People as Possible:

**Showings:** Scheduling and managing property showings is one of the largest headaches in real estate transactions. Based on the location and available inventory at the time you list your home, you may have a lot of showings in a short amount of time. I will coordinate all of these appointments and entertain all the time-consuming calls from the realtors and prospective buyers interested in your home. I will manage all the property showings for you through a centralized showing agency and coordinate the times with you on a day-to-day basis. I will also invest in putting a specialty lock box on your door to allow other agents and their clients to come and go freely (by appointment only) without interfering with your schedule or requiring you or I to

Amanda Gunter S.0176792 Dickson Realty  
775.525.1528 agunter@dicksonrealty.com

Scott Gunter S.0192804 Dickson Realty  
775.525.0192 sgunter@dicksonrealty.com

be available to let them in. This Bluetooth enabled lockbox allows me to monitor when a showing begins and which agent accessed the key as well as lock out times when it cannot be accessed, so you are in control of who is viewing your home and when. I will also arrange for an automated email feedback system that will ask all potential buyers and realtors for feedback on the home following a showing.

**Open Houses:** I will help facilitate an Open House event after your home goes on the market. I will market your Open House in the Reno Gazette Journal, MLS, Zillow, and other top sites as well as place bright, strategically located signage in the neighborhood guiding traffic from major streets and shopping areas

### Dickson's Agent Tour (when available):

Dickson Realty's agents tout our company listings that are new on the market every week. Our agents stay up-to-date on all listings in the market offering expert market knowledge to both buyers and sellers. We will include your home on the company's bi-monthly tour permitting your home's availability and the tour dates. This is a great insider angle to have with Dickson agents who our touring inventory, so they know what is available for their many clients.



The image shows a screenshot of a real estate listing table. The table has several columns, likely representing property details such as address, price, and features. The text is small and somewhat blurry, but it appears to be a standard MLS-style listing table with multiple rows of data.

### Dickson's All Call:

We will send a blast email to all the 350 agents at Dickson Realty announcing your home's going on to the market and just how great it is. This is also a great resource to locate moving boxes, find rentals, advertise furniture for sale, etc.

## Dickson Advertising and Social Media:



Weekly full-page ad in Reno Gazette Journal's Saturday Homefinder. Dickson's contract with the RGJ (circ of 40,000 weekdays. 58,350 on Sundays) passes on savings to Dickson agents, stretching their ad dollars for you

Dickson Realty is consistent in promoting our listings across all social media channels including Facebook, Twitter, Google+, LinkedIn with blogs, Market Trend videos, and more.



## So much more than marketing...

**We will help you write a legally binding, win-win agreement that will be more likely to make it through the process.**

With our contract knowledge, we will help you avoid the many pitfalls people can make when dealing with the vast number of contract pages and details in real estate transactions. We know the fees associated with the transaction and who customarily pays for what and how to possibly use a seller's market to favor your side of the transaction as much as possible.

**We will be at the home inspection and home appraisal to make sure your side of the transaction is represented.**

We will provide you with same day information from those appointments.

**We will keep an open line of communication with you through the means of your choice; email, phone, text, etc.**

In other words, you will never suffer from my "My REALTOR® Has-Fallen-into-a-Black-Hole-and-Left-Me-in-the-Cold" syndrome.

**We will give you up-to-date information on what is happening in the marketplace as well as the price, financing, terms and condition of competing properties during the process.**

Amanda Gunter S.0176792 Dickson Realty  
775.525.1528 agunter@dicksonrealty.com

Scott Gunter S.0192804 Dickson Realty  
775.525.0192 sgunter@dicksonrealty.com

These are key factors in getting your property sold at the best price, quickly and with minimum hassle. The market pulse can change quickly and due to our many resources and contacts in the industry.

**We will help you navigate through the closing of your home.**

Issues may arise between the initial sales agreements and closing (also called settlement or escrow). For example, unexpected repairs might be required to obtain financing, or a title problem is discovered. The required paperwork alone is overwhelming for most sellers. We will objectively help you resolve these issues and move the transaction to closing.

**We will open escrow with a reliable and capable title company and make sure they provide us with up-to-date information for a timely closing.**

During escrow, we will follow through with the escrow officer and let you know when the preliminary title report is done and be sure all copies are sent to you.

**We will help you navigate contractual obligations and reduce your risk of being sued.**

It is no secret we live in a litigious society made worse by a difficult market economy. Lawsuits are filed every day in every part of the country. Though there are no guarantees against being personally sued following a real estate transaction, will help you dodge common traps that will reduce your risk of being sued and help you navigate through the myriad of legal contracts and disclosures. Here are ten most common real estate claims:

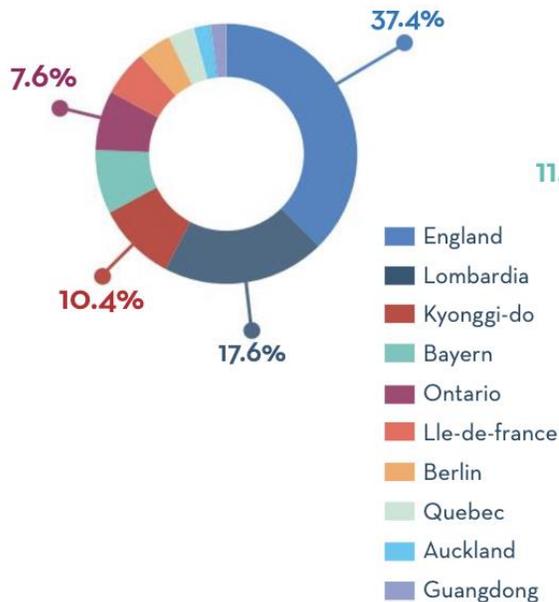
- |  |   |
|--|---|
| 1. Fraud   | 7. Consumer Protection Act                                |
| 2. Breach of Duty  | 8. Earnest / Escrow Money Dispute                         |
| 3. Breach of Contract  | 9. Misrepresentation regarding Flooding or Leaks; and     |
| 4. Negligence  | 10. Misrepresentation regarding the Value of the Property |
| 5. Bodily Injury / Property Damage                           |   |
| 6. Misrepresentation regarding the Condition of the Property |   |

For most sellers, real estate transactions are often the largest, most consequential financial dealings of their lifetimes. As your real estate professionals, we will guide and advise you to reduce risks and maximize your returns. Just as you wouldn't navigate a \$500,000 income tax problem without a trusted, certified, and professional accountant, it would be unwise and risky to engage in real estate transactions without the protective guidance from a licensed, professional REALTOR. We appreciate your time spent in reading over this material. We are excited to begin working with you. We are committed to your success and look forward to becoming your life-long real estate professionals.

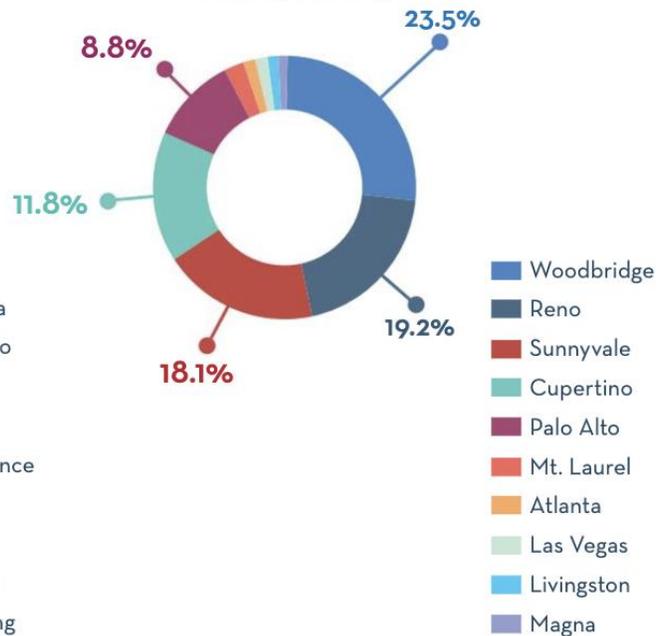
## POWERFUL ANALYTICS PROVEN RESULTS

Our *Luxe Analytics* program provides your Dickson Realty associate with a comprehensive report that tracks online activity of potential buyers who are viewing your luxury property. A typical visitor to LuxuryPortfolio.com has a household income of \$1.3 million, owns a primary home valued at more than \$3.8 million and a secondary home valued at more than \$5 million. Through this advanced tool, we monitor their location, both domestic and international, language and preferred currency in order to gauge market response to your home. This will help your Dickson Realty associate make informed decisions and maximize your options when you receive offers from interested parties.

Visits by International Region



Visits by U.S. City



## AN AVERAGE MONTH AT DICKSONREALTY.COM

---

Dickson Realty's digital footprint is enormous, and is continually expanding with an array of strategies including search engine optimization, advertising, and social media campaigns. Over 600,000 Dickson Realty ads are served across the internet in an average month -- all specifically tailored for our key audiences. With such high visibility, Dickson Realty is always top-of-mind in our targeted markets.



WEBSITE VISITORS

**27,000**

The number of people who come to DicksonRealty.com in an average month



AD IMPRESSIONS

**625,000**

People exposed to Dickson Realty digital advertisements in an average month



GOOGLE VISITS

**14,000**

People coming to DicksonRealty.com through Google in an average month



AD VISITS

**5,000**

People coming to DicksonRealty.com through digital ads in an average month



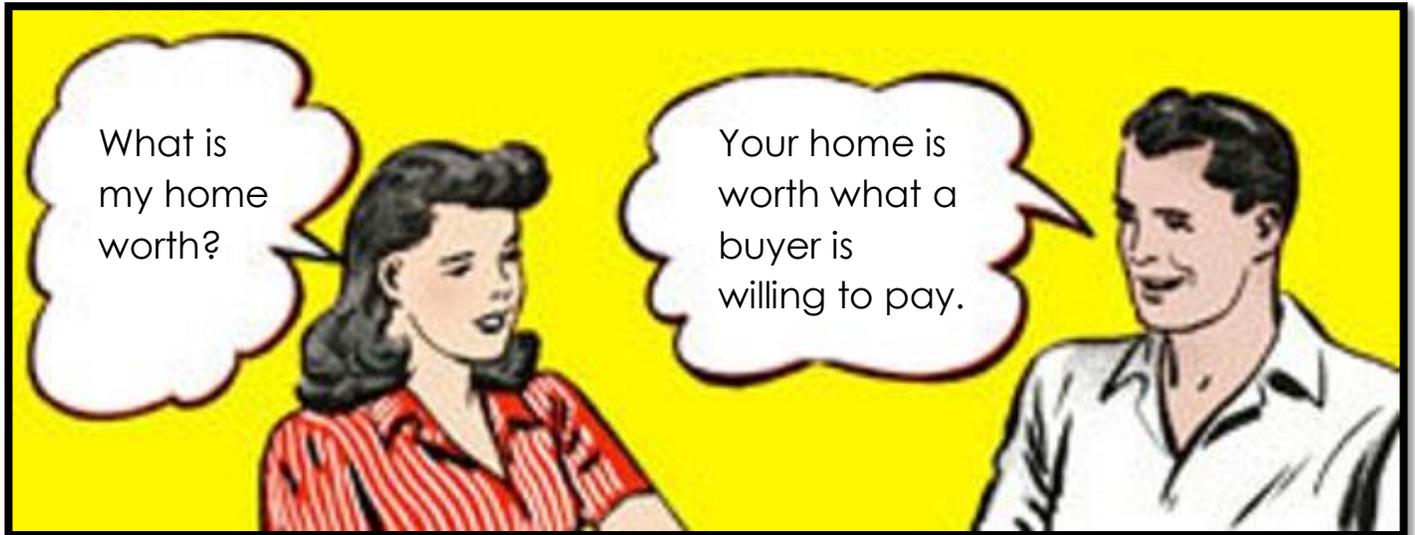
HOME LISTING VIEWS

**40,000**

The number of home listing detail page views on DicksonRealty.com in an average month

# PRICING YOUR HOME RIGHT

---



## **“No amount of marketing can sell an overpriced home.”**

Many sellers are tempted to list their home with the agent that quotes the highest price. Don't be fooled.

## YES

### Factors that **Influence** Market Value:

- **Supply and Demand**
- Economic **Conditions**
- Asking and **Selling Prices** of Competing Homes
- Your **Home's Condition**
- **Buyer's Perception** of Your Home

## NO

### Factors with **Little or No** Influence on Market Value:

- The Price the **Seller Paid** for the House
- The Seller's **Expected** Net Proceeds
- The **Amount** Spent on Improvements & Upgrades

# PRICING YOUR HOME RIGHT

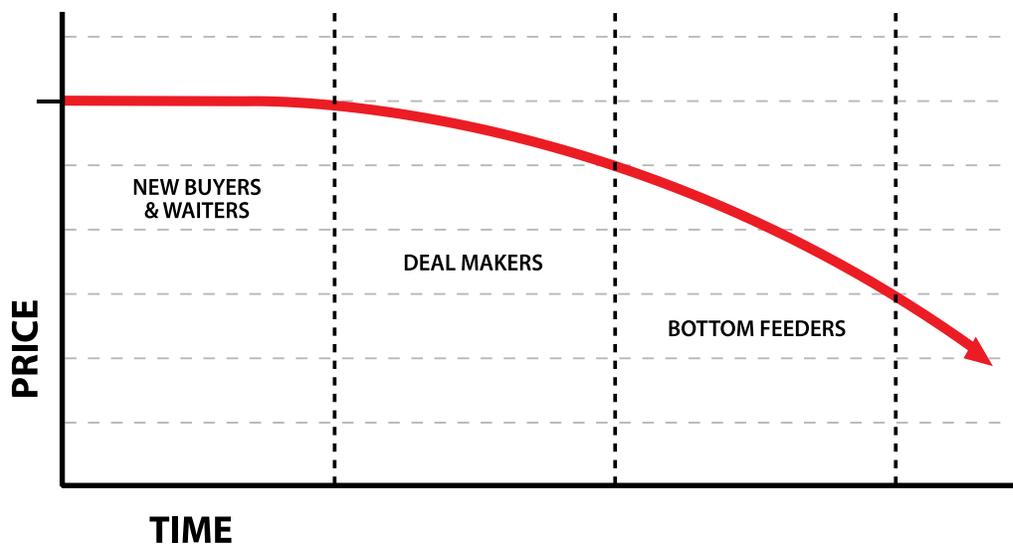
---

In today's market, where demand is outpacing supply in many regions of the country, pricing a house is one of the biggest challenges real estate professionals face. Sellers often want to price their home higher than recommended, and many agents go along with the idea to keep their clients happy. We strongly believe that telling the homeowner the truth is more important than getting you to like us.

## There is no "later."

Pricing it right from the start eliminates these Sellers sometimes think, "If the home doesn't sell for this price, I can always lower it later." However, research proves that homes that experience a listing price reduction sit on the market longer, ultimately selling for less than similar homes. John Knight, recipient of the University Distinguished Faculty Award from the Eberhardt School of Business at the University of the Pacific, actually did research on the cost

(in both time and money) to a seller who priced high at the beginning and then lowered the their price. In his article, "Listing Price, Time on Market and Ultimate Selling Price" published in Real Estate Economics

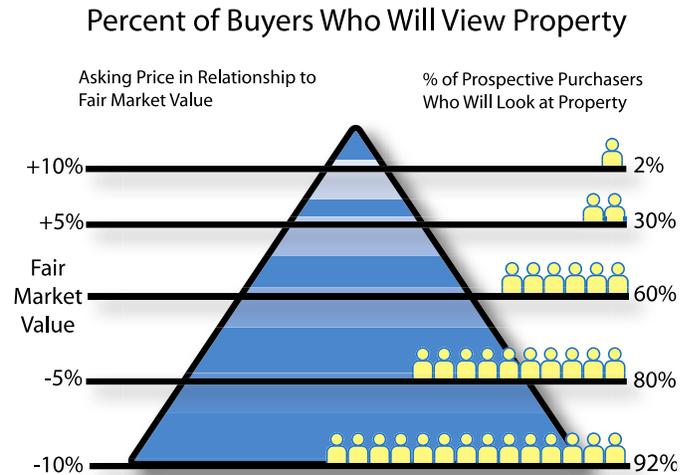


revealed: "Homes

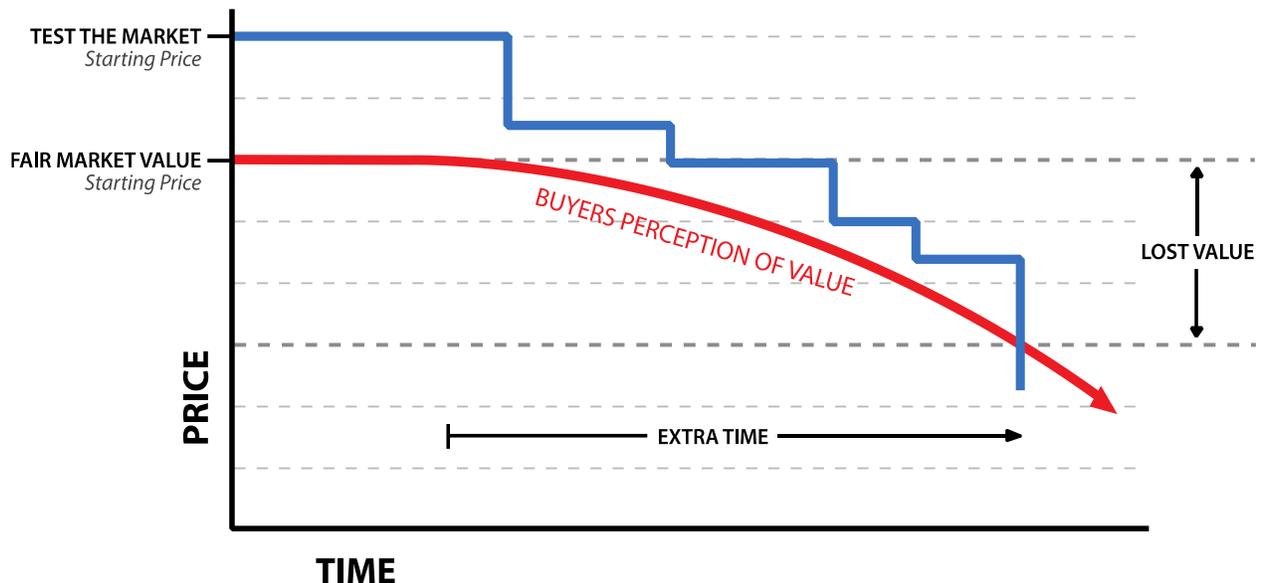
that underwent a price revision sold for less, and the greater the revision, the lower the selling price. Also, the longer the home remains on the market, the lower its ultimate selling price." Additionally, the "I'll lower the price later" approach can paint a negative image in buyers' minds. Each time a price reduction occurs, buyers can naturally think, "Something must be wrong with that house." Then when a buyer does make an offer, they low-ball the price because they see the seller as "highly motivated."

## Don't build "negotiation room" into the price.

Many sellers say that they want to price their home high in order to have "negotiation room." But, what this actually does is lower the number of potential buyers that see the house. And we know that limiting demand like this will negatively impact the sales price of the house. Not sure about this? Think of it this way: when a buyer is looking for a home online (as they are doing more and more often), they put in their desired price range. If you are looking to sell your house for \$400,000, but lists it at \$425,000 to build in "negotiation room," any potential buyers that search in the \$350k-\$400k range won't even know your listing is available, let alone come see it! A better strategy would be to price it properly from the beginning and bring in multiple offers. This forces these buyers to compete against each other for the "right" to purchase your house. Look at it this way: if you only receive one offer, you are set up in an adversarial position against the prospective buyer. If, however, you have multiple offers, you have two or more buyers fighting to please you. Which will result in a better selling situation?



**The Price is Right** Great pricing comes down to truly understanding the real estate dynamics in your neighborhood. We will take the time to simply and effectively explain what is happening in the housing market and how it applies to your home. You need an agent that will tell you what you need to know rather than what you want to hear. This will put you in the best possible position.



# PREPARING YOUR HOME

---

## Repairs

Discovering and repairing problems early in the marketing process places you in control, eliminating the stress of making repairs on the buyer's schedule. Having your house in move-in condition also helps you avoid delays to closing and it demonstrates to buyers, agents and the buyer's home inspector that your house has been very well maintained. We want buyers to focus on how they would live in your home, not what they have to repair.

Additionally, your house will stand out from the competition as a better value and command a higher price. Buyers tend to over-estimate what repairs and updates will cost.

Unless it is an easy fix that you are comfortable repairing on your own with professional results, I would recommend you hire a trusted-professional. The extent at which these repairs are made will directly affect your listing price. You have the ability to command a higher asking price and substantiate it when your home is in top condition.

***"In a Maritz Research poll, 63% of buyers responded that they would pay more for a house that is move-in ready."*** [www.maritzresearch.com](http://www.maritzresearch.com)

## Cleanliness

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.

## Staging

According to a recent study by the National Association of REALTORS®, 96% of buyer agents reported that staging had some effect on their clients' view of homes. They said that staging made it easier for their clients to visualize the properties as a future home and that they were more likely to overlook property faults.

And these effects turned into cash for sellers just like you. The survey revealed that 52% of buyer clients were willing to offer more on a staged home than a similar home that was not staged — as much as 20% more than asking price!

# SHOWING YOUR HOME

---

Every showing counts, and you only get one chance to make a first impression!

A home that is presented at its very best will typically sell faster, at a higher purchase price and with fewer problems involved. Here are some useful tips for preparing your home for showings. We will also walk through your home together and make suggestions.

## 10 Tips to Improve Your House's Curb Appeal

- Give your entry a facelift** with either a new coat of paint or a new front door
- Don't forget to landscape your yard!** A well groomed lawn shows buyers that the home was taken care of
- Make sure all exterior lights are in working order** & replace all outdoor light bulbs
- Wash all windows (inside & out)** - you don't want to take away from a great view with dirty windows!
- Clean out your garage!** Consider getting a storage unit to store any non-essential items
- Depending on the climate in your area, **add a pop of color by planting flowers.**
- Remove any lawn ornaments** that you will want to bring with you to your new home.
- Replace a worn out welcome mat** to welcome buyers as they tour the home
- Paint or replace the street numbers** on the house, making them more visible
- Power wash any outdoor surfaces to give them a 'like new' feel** (ex: siding, sidewalks, driveway)

## 10 Tips to Make Your House Feel Like Home to Buyers

- Clean everything!** A clean home will allow buyers to picture themselves in the space and not distract them
- Give every room a purpose** - even if you used it as a bonus room, giving it an identity will help buyers
- Let the light in!** Bright rooms feel warm & inviting, dark rooms feel small & gloomy
- Fix anything that is broken!** Buyers will notice & may offer less for your house if repairs are required
- Unclutter your house!** Thinning out your closets & pantries will show how much room is actually available
- Fresh paint & new carpet** are the top 2 things you can do to help your home sell faster and for more money
- Organize the kitchen!** Store any non-essential, small appliances & clean all surfaces
- Before your home is shown, **empty all trash bins & hide any dirty laundry**
- Make sure all doors open & close smoothly.** Fix any squeaks on bedroom or closet doors
- Replace light bulbs with new ones** & make sure all switches work

Checklist for day of showings...

- **Do a quick dusting and vacuuming.**
- **Turn on soft music** which can create a positive experience.
- **Leave lights on and open all drapes/shades.** Be sure windows and blinds are clean.
- **Open windows.** Be aware of unusual cooking or pet odors. Opening windows can provide fresh air.
- **Remove appliances and clutter from kitchen and bathroom counters.** These are often the most important rooms in the house. Make them bright and attractive.

# SHOWING YOUR HOME

---

## Buyer's Agents and Their Clients

Keeping your home clean and ready for people at the last minute is tough, but it can make all the difference. **The more flexible you can be with showings, the faster your home will sell.** Real estate agents have multiple buyers, so the more agents we can get to tour your home, the better the chances of selling your home quickly and for the most money.



Buyers' agents will call Centralized Showing Service (CSS) to schedule a showing for your home. CSS will call or text you to confirm the showing and then notify the agent if their request to see your home is confirmed.



If you have specific requests of buyer's agents when they show your home to potential buyers, (i.e. turn off lights, lock all doors, etc.) we can add that to the showing instructions.

Remove or lock up all valuables and prescriptions. While we have not had a specific problem in our area, it is always better to be safe than sorry.

# THE PROCESS OF SELLING



# THE PROCESS OF SELLING

---

## **PHASE ONE: Seller's Disclosures**

- This is the process where you as the Seller are required to provide information relating to your home.
- Seller Property Condition Disclosure - filled out, signed and dated from Seller.
- Commitment for the policy of Title Insurance, showing easements, encroachments and liens.
- HOA information, budget, minutes, assessments, CC&R's, and survey.
- Copy of any leases, rental, and property management affecting the property not expiring prior to closing.
- Notice of any claims and/or conditions relating to environmental problems & building or zoning code violations.

## **PHASE TWO: Buyer's Due Diligence** (Evaluations and Inspections)

- This is the time period provided to the Buyer to learn, review, inspect and decide if acceptable.
- The Buyer will carefully review all items provided in the Seller's Disclosures.
- The Buyer may schedule physical condition inspections, tests and evaluations of the property.
- The Buyer will review the costs, terms and availability of homeowner's insurance for the property.

## **PHASE THREE: Buyer's Right to Cancel or Resolve Objections**

- If the Buyer determines the Evaluations and Inspections to be unacceptable, the Buyer may:
  - No later than the Due Diligence Deadline, cancel the contract by written notice to Seller or resolve in writing any objections.

## **PHASE FOUR: Remaining Contingencies and Financing**

- In the final steps of the transaction, we will coordinate and complete any remaining details.
- Is the sale contingent upon an appraisal? At what amount did the property appraise?
- Was the sale contingent upon the Buyer selling their previous home?
- Final pre-settlement walk-through inspection.

## **PHASE FIVE: Settlement (Closing)**

- Settlement, and then Closing shall take place only when all of the following occur:
- Buyer and Seller have signed all documents required by REPC, Title, Lender, etc. Any monies required to be paid have been delivered by Buyer and/or Seller.
- The proceeds of the new loan have been "funded", then all closing docs are "recorded" at the County Recorder.
- Hand off keys, garage door openers, manuals, warranties.

# WE HAVE AN OFFER...NOW WHAT?

---

**Does it meet your needs?** An offer for your home will come in the form of a Real Estate Purchase Contract (REPC) - a state approved form that is used to present an offer. The REPC should be thoroughly read and reviewed before any decisions are made. Once we receive an offer for your home, I will contact you immediately and we will carefully review all terms of the offer with you. All accepted terms of the REPC must be carried through the life of the contract. The signed, accepted REPC (with all addenda & counteroffers) is a LEGALLY BINDING CONTRACT.

Below are some of the items that we will need to pay close attention to:

**Purchase Price** - Be sure to factor in all the terms of the offer before getting excited or disappointed.

**Included Items** - What is included - Refrigerator, Washer & Dryer, Hot Tub,

**Excluded Items** - What is excluded - Refrigerator, Washer & Dryer, Hot Tub, Furniture, Artwork, etc.?

**Water Rights** - Do they apply? You may need to employ the services of a Water Lawyer.

**Earnest Money** - This is the initial deposit. The importance of this item is often overlooked.

**Method of Payment** - Is this a cash sale, conventional mortgage or seller financing? How much down payment?

**Special Assessments** - Are there any outstanding or upcoming HOA assessments? Who pays, Buyer or Seller?

**Possession** - When does the property legally change ownership? (Buyer receives keys and moves in)

**Seller Disclosures** - What information about the property is the Buyer asking for? Do we have it ready?

**Due Diligence Condition** - What "outs" will the Buyer have?



# WE HAVE AN OFFER

---

**Appraisal Condition** - Is the sale contingent on the home's appraisal amount?

**Financing Condition** - Is the sale contingent on the Buyer securing financing?

**Additional Earnest Money** - Will the Buyer offer an additional deposit of earnest money?

**Additional Addenda** - Are there any additional terms or addenda attached to the offer?

**Home Warranty** - Is the Buyer asking for a home warranty? Are they asking for you to pay for it?



**Mediation** - If a dispute arises, how are you and the Buyer directed to handle it?

**Seller Disclosure Deadline** - What is the deadline date for you to provide all seller disclosures?

**Due Diligence Deadline** - What is the deadline date for the Buyer to complete due diligence?

**Financing & Appraisal**

**Deadline** - What is the deadline date for the Buyer to cancel based on loan denial?

**Settlement Deadline** - What is the deadline date for you and the Buyer to complete closing?

**Response Deadline** - How long do you have to respond to the offer, or counteroffer?

**Multiple Offers** - As great as it is to have multiple buyers for your home, we need to negotiate strategically.

After considering all terms... Do you Accept, Counteroffer, or Reject the Buyer's Offer?

# APPRAISALS 101

---

Whether you're buying or selling a home, understanding the role of an appraisal in the home buying process is important. An appraisal can have a significant impact on your real estate transaction, so here are some common questions about the process:

## **What is a property appraisal?**

A property appraisal is a professional assessment of a home's value conducted by a licensed appraiser. Even though you may pay \$400-\$700 for the appraisal, the appraiser works for the lender, not you.

## **What does an appraiser do?**

An appraiser evaluates a home's value by considering various factors such as the home's features and location, current housing market conditions, and comparison to the sale of similar homes in the area.

## **How do appraisers provide an unbiased assessment of a home's value?**

An appraiser is a licensed, independent service provider who has no affiliation with a home's buyer or seller. Appraisers are paid a flat fee for their service rather than a commission, so they are unprejudiced when determining a home's fair market value. There are also federal laws that require the appraiser to be unbiased in the performance of the appraisal.

## **When does an appraisal take place?**

Once a buyer and seller both sign a purchase agreement for a home, the buyer can complete their loan application and continue with the home financing process. During that time, the buyer's mortgage lender will order the home's appraisal. An appraiser is assigned to assess the home's value and will submit an appraisal report back to the lender once the appraisal is complete.

## **What if the appraisal of a home's value is lower than expected?**

If a home's value is determined to be different than the contract price, there are a few options. The seller may negotiate with the buyer to find an agreeable price for both parties. If there cannot be an agreement reached, the buyer has the option to cancel the contract and get their earnest money back.

# TITLE AND ESCROW

---

The title company plays an important role in process of selling a home. They will conduct title searches for any existing claims on properties, prepare title insurance, and maintain necessary escrow accounts for the transaction.

## **Title Searches**

When a property is sold, a title company often is tasked with searching the property's title history for defects or clouds. Typical defects or clouds include other claims on the property from liens and easements, which can affect the value of the property negatively. Title companies conduct title searches and then prepare preliminary title reports and comprehensive title histories.

## **Title Insurance**

Once the title is found to be valid, the title company will issue a title insurance policy, which protects lenders/owners against claims or legal fees that may arise from disputes over the ownership of the property. The owner's policy of title insurance is usually a part of the seller's closing costs. Mortgage lenders will require title insurance before funding a loan, so the buyer typically pays for the lender's policy of title insurance.

## **Escrow Accounts**

Title companies will maintain the real estate escrow accounts on behalf of buyers and sellers. Title company escrow accounts hold the money used to finish real estate settlement and closing procedures. A title company must ensure that money in its escrow accounts go only toward actual settlement and closing costs. Sellers, buyers, mortgage lenders and real estate brokers all rely on title companies to be honest and impartial escrow account custodians.

## ALL YOUR MOVING NEEDS IN ONE PLACE

Provided for FREE by Dickson Realty & MoveEasy

We appreciate your business, therefore we have partnered with MoveEasy to offer you personalized moving concierge services absolutely free of charge!

MoveEasy guides you through the completion of all your moving related tasks from Updating your Address and Setting up Utilities, Cable and Internet Services to Finding Reputable Home Pros in one convenient location. Everything you need to help you settle into your new home!



LIVE UTILITY  
CONCIERGE



ADDRESS  
CHANGE



MOVING &  
STORAGE



HOME  
SERVICES



EXCLUSIVE  
DEALS



WEEKLY  
CHECKLIST

... and lots more ...

## WATCH OUT FOR AN INVITATION EMAIL FROM ME



The initial e-mail may be marked as promotions or spam. Be sure to check any promotions or spam folders to ensure you receive your invitation!

*“Our job is to make the process selling your home as easy and enjoyable as possible. We have dedicated our careers and livelihoods to this goal. As your agents, we will be your tireless advocates, ensuring that you get **the highest price and in the quickest amount of time.**”*

**AMANDA GUNTER, S.0176782 DICKSON REALTY**



Amanda is a dynamic and successful real estate professional with an eye for staging, the brain for negotiating, and the skills for marketing. She has built and sold many luxury homes in the Tahoe area, before deciding almost a decade ago to settle down in Reno. She has her own investment portfolio located in Reno and can relate to the needs and goals of other investors. Her focus is to clarify the client's options, so that they can more easily make good decisions.

“I am proud to call Reno home and consider it to be one of the best regions to live in the West.”

**SCOTT GUNTER, S.0192804 DICKSON REALTY**



As a custom home builder in the Truckee area for over 26 years, Scott's understanding of the process of building a home from the ground up is an advantage he shares with his clients. He values the relationship created with clients and will work hard to exceed expectations. As an investor in multiple income properties, he has experience with seeking out the best cap rate opportunities and understand the challenges. Through the dozens of speculative homes that he has built, he has a keen sense of the need for strong marketing and putting your best foot forward. As a small business owner, his negotiation skills have been fine-tuned over the years and he has a proven track record of getting deals done. The client's goals are top priority and he will work tirelessly to achieve them.

**Non-Profit Associations:**

- LEXI Women's Leadership Summit, Co-Organizer 2014
- Reno Gospel Mission Soup Kitchen, Monthly Volunteer
- Economic Development Agency of Western Nevada (EDAWN) Volunteer

# TESTIMONIALS FROM CLIENTS

---

"...impressive negotiation skills, attention to the details, and passionate about real estate."

"Amanda and Scott are simply the "dream team"! We've done two complex transactions with them and I do not think we could have successfully closed on these in a timely manner without their tireless support, patience, expertise and thoroughness."

"I have and will continue to recommend."

"From the first conversation, I could tell they loved what they do."

"Very respectful, and the ultimate professionals."

"Definitely the best Realtors we have ever worked with."

"They far exceeded our expectations."

"They went above and beyond for me, and I would wholeheartedly recommend them!"

"We feel very fortunate we had your "team" approach and excellent communication skills throughout the process. We have worked with multiple realtors over the last 30 years; Amanda and Scott were off the charts! We would use them again in a heartbeat."



Amanda Gunter S.0170774 Dickson Realty  
775.525.1528 agunter@dicksonrealty.com



Scott Gunter S.0192804 Dickson Realty  
775.525.0192 sgunter@dicksonrealty.com



# THE #1 REAL ESTATE COMPANY

*Designated Top Reno-Tahoe Firm and in the Top 275 Nationwide*

Two of the most trusted and leading sources of real estate information have ranked Dickson Realty the leading real estate brokerage firm in Reno-Tahoe.

REAL Trends, a national publishing and communications company based in Denver, Colo., has Dickson Realty on its prestigious list in the 2015 "REAL Trends 500," an annual study that represents the standard of measuring performance of the nation's leading realty service firms.

Dickson Realty is the leading Reno-Tahoe firm, and is tabbed the 210th largest real estate firm in the nation by dollar sales volume, and 273rd largest real estate firm in the nation by number of transactions.

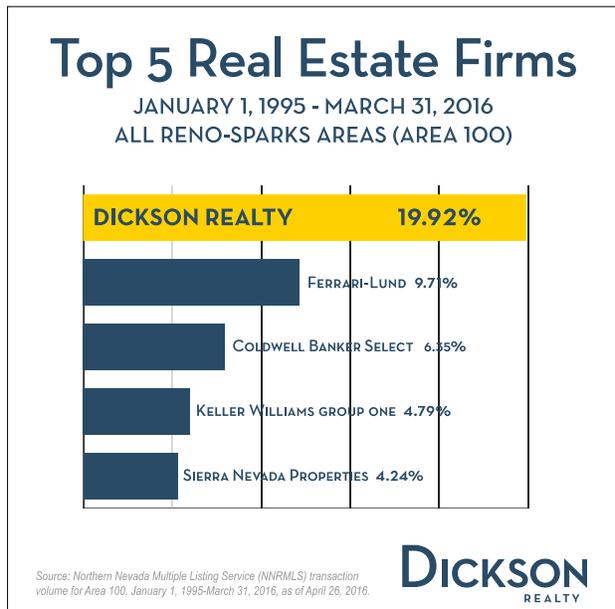
Now in its 29th year, the study remains the undisputed leading report ranking the performance of the top residential real estate brokerage firms. Firms are ranked by both sales volume and transaction sides.

A side is when a real estate firm represents either the buyer or the seller in a real estate transaction. Due to the requirement that all information be independently verified, the REAL Trends 500 remains the trusted source for information about the performance of these firms.

"We believe strongly that only verified submissions are permissible and we take every step possible to ensure that the data in this report is accurate," said Steve Murray, president of REAL Trends. "This rigorous verification is what makes the REAL Trends 500 the leading standard in the industry for this data."

In addition, RISMedia's 28th Annual Power Broker Report & Survey also put Dickson Realty as the leading Reno-Tahoe firm by sales and transaction volume, and is tabbed 212th and 274th in the nation by sales and transactions respectively. The report is based on the top 1,000 respondents to a survey that ranks residential real estate brokerage firms according to closed transaction numbers and closed sales volume for the year 2015.

"Being ranked high on two national lists and first in Reno-Tahoe is truly an honor, and a reflection of our commitment to the communities we serve with the best in real estate," said Nancy Fennell, president of Dickson Realty. "It is important to give our clients exceptional service with buying and/or selling their home. Dickson Realty agents are experts providing experience and market leadership. The rankings are a true testament to these values."

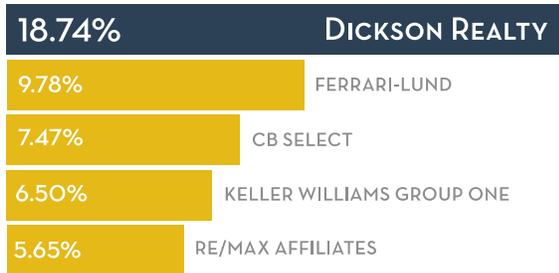


Amanda Gunter S.0176792 Dickson Realty  
775.525.1528 agunter@dicksonrealty.com

Scott Gunter S.0192804 Dickson Realty  
775.525.0192 sgunter@dicksonrealty.com

# DID YOU KNOW...

...that Dickson Realty is consistently the **market leader for listings**<sup>1</sup>?



...that **Dickson Realty** is a member of **Leading Real Estate Companies of the World**<sup>2</sup>?



Affiliates represent nearly **20% more sales volume** than the leading national franchise brands

Source information:

#### <sup>1</sup>The Market Leader

Top 5 real estate companies in Reno-Sparks, Source: Northern Nevada Regional Multiple Listing Service (NNRMLS) for the period 1/1/2003-12/31/2018; Residential sales transactions in the greater Reno-Sparks area (Area 100).

#### <sup>2</sup>Member of Leading RE

Actual member statistics for LeadingRE and estimates for other networks using average sales units per agent and average sales price for firms in each respective network from published sources for 2017 production.

#### <sup>3</sup>The Market Has Rebounded

Source: Reno/Sparks Association of Realtors, Market Report. Data Sourced from NNRMLS.

...that **90% of home buyers** search the internet before contacting an agent?

Your listing is featured on our award-winning website, offering superior search and is mobile-device friendly.

% OF BUYERS USING INTERNET



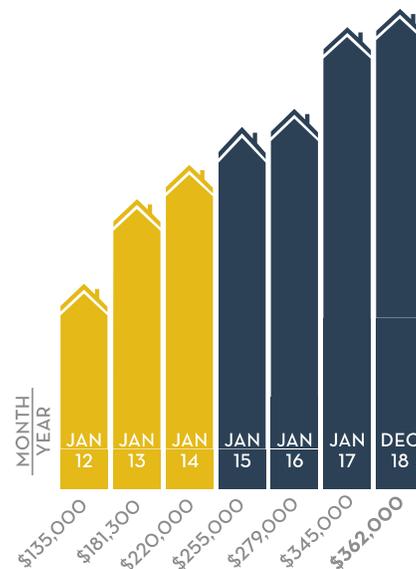
PERFORMING INTERNET SEARCHES



PERFORMING MOBILE DEVICE SEARCHES

**106,665+**  
AVERAGE MONTHLY PAGE VIEWS

...that **home values are on the rise**<sup>3</sup>?



# DICKSON REALTY

Amanda Gunter S.0176792 Dickson Realty  
775.525.1528 agunter@dicksonrealty.com

Scott Gunter S.0192804 Dickson Realty  
775.525.0192 sgunter@dicksonrealty.com

# DICKSON LEADS RENO AREA

---

## DICKSON REALTY VS NATIONAL BENCHMARK DATA

When comparing Dickson Realty's website statistics against 500 other similarly sized real estate agencies across the country, our website outperforms in nearly every category. This data was gathered within Google Analytics over a six-month period.

**30%**

MORE VISITS  
TO THE WEBSITE

*The number of people who visit dicksonrealty.com in an average month*

**25%**

LONGER TIME  
ON WEBSITE

*The average length of time people stay on dicksonrealty.com in an average month*

**16%**

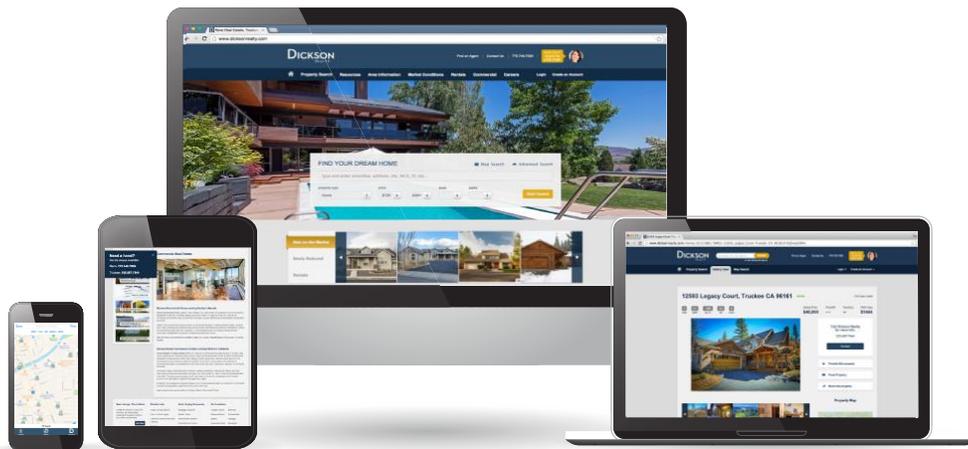
MORE TRAFFIC  
FROM DIGITAL ADS

*People coming to dicksonrealty.com through digital ads in an average month*

**57%**

MORE VISITS  
FROM GOOGLE SEARCH

*People coming to dicksonrealty.com through Google in an average month*



Amanda Gunter S.0176792 Dickson Realty  
775.525.1528 agunter@dicksonrealty.com

Scott Gunter S.0192804 Dickson Realty  
775.525.0192 sgunter@dicksonrealty.com

# THANK YOU

---

Thank you for your time and the opportunity to show you how we can help you sell your home. We hope that the information in our Listing Guide has answered your questions and has given you better understand of the home selling process.

Feel free to call me us you have any questions. We look forward to working with you and helping you achieve a successful sale.

Warmly,

*Amanda Gunter*

Amanda Gunter, Realtor® S.0176792  
Dickson Realty  
1030 Caughlin Crossing Reno, NV 89519  
Cell: (775) 525-1528  
[agunter@dicksonrealty.com](mailto:agunter@dicksonrealty.com)

*Scott Gunter*

Scott Gunter, Realtor® S.0176792  
Dickson Realty  
1030 Caughlin Crossing Reno, NV 89519  
Cell: (775) 525-0192  
[sgunter@dicksonrealty.com](mailto:sgunter@dicksonrealty.com)