

...extraordinary homes with extraordinary lives.



WORLDWIDE EXPOSURE

550 OFFICES IN 44 COUNTRIES



Jameson

Sotheby's
INTERNATIONAL REALTY



THE BRAND

SOTHEBY'S EST. 1744

The year is 1976. Sotheby's recognizes that the firm can serve its auction clients in a valuable new way with a complete package of estate disposition services. Founded on the same commitment to exceptional service that characterized the firm's dealings for more than two centuries, the Sotheby's International Realty brand is born and soon becomes known around the world for the distinctive properties it represents. Today we continue that focus by employing our brand's vision of **artfully uniting extraordinary properties with extraordinary lives.**

Each office is independently owned and operated.



REFERRALS

DISTINGUISHED CONNECTIONS

Helping our clients navigate the world of real estate is what truly helps set us apart. Another differentiator is our ability to connect buyers and sellers globally. Our referral system boasts **hundreds of “connections” per month coming from two channels** – realty and auction. With a dedicated liaison stationed at the Sotheby’s Auction House and the realty corporate headquarters, we are able to help unite thousands of buyers with the properties our network represents.

LIVING

LUXURY

DEVELOPMENT

RENTAL

JAMESON SOTHEBY'S INTERNATIONAL REALTY

OUR MISSION

Our mission is to utilize our extensive experience and expertise to provide the highest level of effective marketing, innovative technology and personal service. By having the most talented team of executives, staff and agents, Jameson Sotheby's International Realty maintains its manageable size in order to stay progressive and dynamic in today's changing real estate market.

OUR STORY

Our ownership is comprised of several professionals who all started at the grassroots level of real estate and rose to the very top. This produced a true understanding of the many real estate categories ranging from residential and rental to industrial sales. Utilizing the same business principles and a thorough understanding of our industry, they manage with insight and integrity. The Jameson Sotheby's International Realty platform emphasizes working with the highest level of talent — the top 5% of Chicago Real Estate Professionals. This formula has resulted in over 16 billion dollars of closed sales, the most transactions per agent, and the most talented staff in the industry. Jameson believes that its clients deserve more than just service; they deserve ultimate satisfaction. As a result — We are:

LIVING – LUXURY – DEVELOPMENT – RENTAL

FULL SERVICE REAL ESTATE BROKERAGE WITH A TALENTED STAFF AND PROFESSIONAL AGENTS EQUIPPED WITH ALL THE RESOURCES TO MARKET AND SELL YOUR PROPERTY.

THROUGH OUR IN-HOUSE GRAPHIC DESIGNERS, HIGH-LEVEL MARKETING STAFF AND HANDS-ON EXPERIENCED EXECUTIVES, WE OFFER:

- 28 years of solid experience with well-honed neighborhood expertise
- Over \$16 billion in closed sales
- A reach extending to over 28 million people every month
- The top brokers in the industry

**WE WILL NOT JUST LIST YOUR HOME
WE WILL MARKET AND SELL IT**



BANK OF AMERICA

BANK OF AMERICA MARKETING STRATEGIC ALLIANCE - PARTNERSHIPS

WE WILL HELP YOU SELL YOUR HOME BY DOING THE FOLLOWING:

- We will help you obtain FHA approval which will increase the number of buyers eligible to purchase your home.
- We will advertise your listings on BankofAmerica.com for all our customers to see. Remember 50% of Americans have an account with Bank of America.
- We will increase the chances that your buyer can get a loan because we have the widest array of mortgage products in the industry.
- We will make buying your home understandable by providing customized listing sheets featuring the markets most attractive rates and programs.
- If your property is eligible we will offer the America's Home Grant—\$2500 in closing cost assistance to help sell your home.*
- We will make sure that your home is purchased by a qualified buyer by doing a No Obligation Mortgage Preapproval for every offer you receive.
- We will give your buyers peace of mind if they get sick or lose their job after they purchased your home by providing the Borrower Protection Plan.

AND ALL OF THESE FEATURES ARE AVAILABLE TO YOU ON YOUR NEXT PURCHASE TOO!



THE POWER OF OUR MARKETING

Each office is independently owned and operated.

2011 MARKETING PLAN

DELIVERING OVER 195 MILLION IMPRESSIONS WORLDWIDE

	January	February	March	April	May	June	July	August	September	October	November	December
BRAND ADVERTISING												
The New York Times - T Magazine												
The New York Times - Key Magazine												
Wall Street Journal Microsite												
NYTimes iPad												
BBC.com "Living In"												
Telegraph.co.uk "Best Places to Live"												
Frontgate.com/sothebysrealty												
NYTimes.com/IT.com												
Robb Report/Exceptional Properties												
Country Life												
PROPERTY ADVERTISING												
The Wall Street Journal												
Sotheby's at Auction												
Country Life												
New York Times Home Section												
Robb Report/Exceptional Properties												
Robb Report Collection												
International Herald Tribune												
International Herald Tribune Event Wraps												
The Globe and Mail												
Luxury Properties Magazine												
Financial Times												
RESIDE® Magazine												
e-RESIDE®												
RESIDE® locale												
e-RESIDE® locale												
SEARCH ENGINE MARKETING												
Yahoo!												
Google												
Bing.com												
ONLINE BANNER ADVERTISING												
sothebys.com												
NewYorkTimes.com												
WallStreetJournal.com												
Asia.WSJ.com												
Europe.WSJ.com												
FinancialTimes.com												
Ftchinese.com												
scmp.com (South China Morning Post)												
Telegraph.co.uk												
BBC.com (British Broadcast Corp.)												
Propoluxury.com												
Superyachts.com												
Spear's.wines.com												
ONLINE PROPERTY DISTRIBUTION												
sothebysrealty.com												
The Wall Street Journal Digital Network												
The New York Times.com												
International Herald Tribune												
Zillow.com												
Trulia.com												
Washingtonpost.com												
Yahoo! Real Estate												
Frontdoor.com/Openhouse.com												
AOL Real Estate												
Homefinder												
Propoluxury.com												
JamesList.com												
Homes.com												
The Telegraph												
SIR mobile												
eGallery												
INTERNATIONAL SIGNIFICANT SALES												
BRAND PUBLIC RELATIONS EFFORTS												

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PROPERTY BROCHURE

UNRIVALED ACCESS TO QUALIFIED PEOPLE

We understand the unique value of your home and will develop a marketing plan that will provide the attention and exposure it deserves. One of our first initiatives will be to create a compelling professional marketing brochure printed on heavy cardstock paper. By combining professional photography and attention getting narrative details, **your home's brochure will act as an essential tool in attracting qualified buyers locally, nationally and globally.** Our distinctive marketing process provides advantages for our clients that cannot be duplicated.

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ON-SITE REAL ESTATE

REACHING THE PUBLIC

100,000 Visitors Per Month

Jameson Sotheby's International Realty has a state-of-the-art facility at Dominick's, 255 E. Grand (the heart of Streeterville). We have a highly talented staff that manage the interaction with the clientele to provide information about our listings.



ONLINE LISTING DISTRIBUTION

With nine out of ten buyers beginning their real estate search online* the plan to sell your home must utilize proper Internet exposure. Our approach includes Websites far beyond sothebysrealty.com and atlantafinehomes.com in an effort to target buyers on the web. Specifically, we employ ListHub to power the distribution of listings our network represents to all of the leading websites where consumers search for real estate. **ListHub** also provides comprehensive marketing reports that detail the traffic generated for your home on each of these websites, including sothebysrealty.com.

*National Association of Realtors® Profile of Home Buyers & Sellers

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SOTHEBYSREALTY.COM

A TRULY UNIQUE EXPERIENCE

400,000 Unique Monthly Visitors

Sothebysrealty.com was meticulously designed to provide an exceptional real estate Web site experience for your home that is unlike any other. As the leader in the luxury online space, sothebysrealty.com will **showcase your property in a light consistent with the beauty and distinction it deserves.** Superior photography, state of the art functionality and enhanced property profiles make this a premier luxury real estate experience for over 400,000 unique monthly visitors seeking extraordinary homes around the corner or around the world.



eGALLERY

WORLD CLASS INNOVATION

Feed To Over 500 Offices Worldwide On State-Of-The-Art Flatscreens.

eGallery is a **real time, dynamic property slide show designed to provide immediate worldwide reach for your home.** Exclusively presented on plasma screen televisions in Sotheby's International Realty offices and Sotheby's Auction House locations around the world, eGallery's world-class innovation allows us to uniquely showcase your property like no other company can.

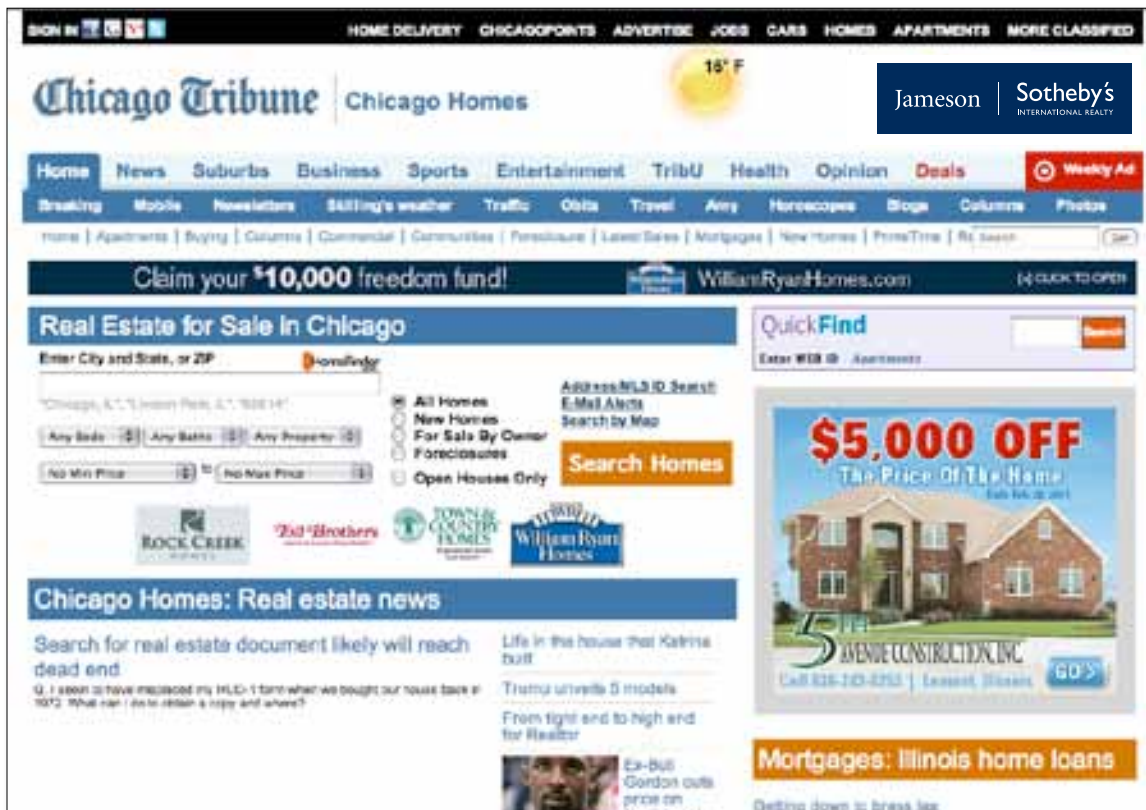
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JAMESONSIR.COM

YOUR OWN PROPERTY WEB PAGE

With 90% of buyers using the Internet or a real estate professional to find a home they actually purchased*, it is essential that we employ a multi-channel digital marketing plan. We have implemented a strategy of **purchasing google key words and sending them directly to property pages on our site**. For example, when someone types *Luxury Lincoln Park* we direct that search to our Luxury properties in Lincoln Park.



CHICAGOTRIBUNE.COM

FEATURED PROPERTY EXCLUSIVITY

1.5 Million Visitors Per Month

The online version of the Chicago Tribune hosts local listings for Chicagoland area properties. Jameson Sotheby's International Realty has a long-standing relationship with the Chicago Tribune, with our banner ads featured on the home page and our listings easily accessible through their site.

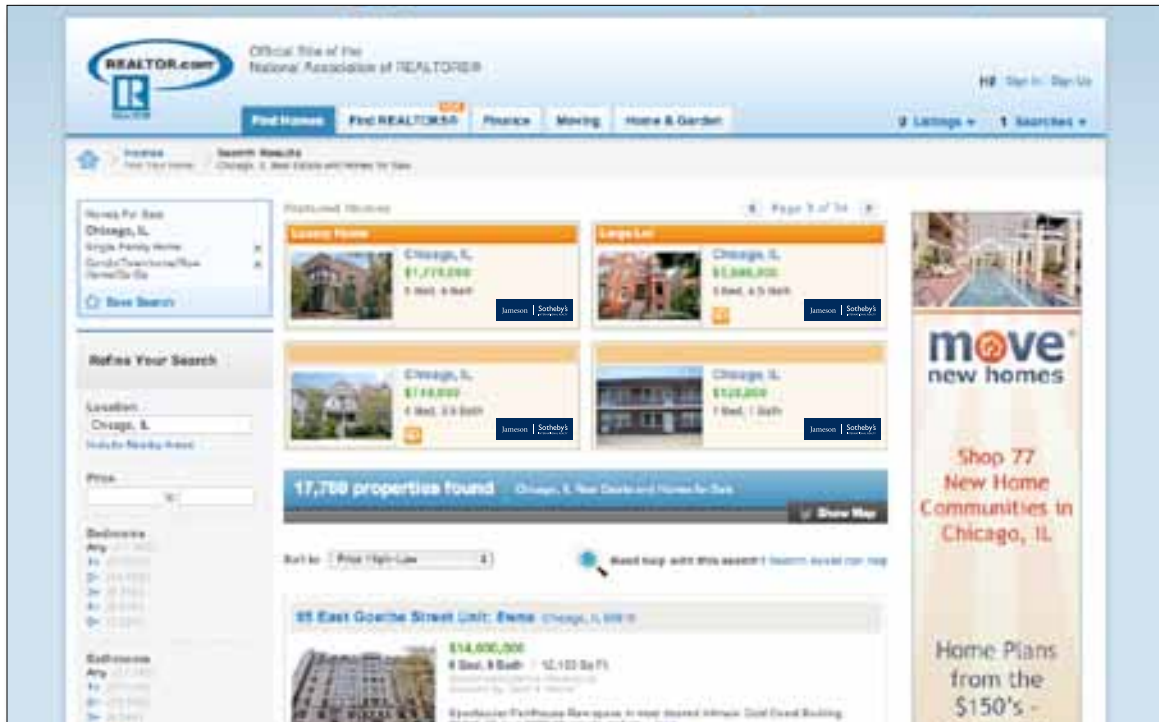
The screenshot shows the Trulia real estate search website. At the top, there's a navigation bar with links for 'Buy', 'Rent', 'Advice', 'Mortgage', 'Stats & Trends', 'Find a Pro', and 'My Trulia'. The main heading reads 'Smart search to find a home — now with rentals!'. Below this is a search form with fields for 'Location' (with an example 'New York, NY 10012, San Francisco, CA'), 'Property Type' (set to 'Any type'), and 'Price Range' (set to '\$ any' to '\$ any'). There are also filters for 'Beds', 'Baths', and 'Sqft', all set to 'Any'. A prominent orange 'SEARCH' button is visible. To the right of the search form, there's a promotional banner for 'Trulia on your iPhone' with a 'Get it now' button and an 'App Store' logo. Below the search form, there's a 'Today's Local News Feed' for 'February 03, 2011' showing 'Normal, IL'. A yellow banner highlights 'Looking for a deal? Find all price-reduced homes in Normal, IL with a click. View now >'. Below this, there are two property listings: one for '2060 Elmwood Lane, Normal, IL' priced at '\$219,900' and another for '1920 Revere Blvd, Normal, IL' priced at '\$202,900'. The second listing is marked as an 'OPEN HOUSE' on 'Sunday Feb 13th, 4pm to 6pm'. On the right side of the page, there are two more promotional boxes: 'Local Ads for Professionals' and 'Trulia Mortgage Center' which lists services like comparing mortgage rates and using mortgage calculators.

TRULIA.COM

DIRECT FEED

Averaging 5 Million Visitors Per Month

Trulia is a real estate search engine that helps you find homes for sale and provides real estate information at the local level to help you make better decisions in the process. They aim to be a delightfully smart partner when you are looking to buy a home. The smart part should help you find your dream home (or at least the dream home within your budget) and arm you with data and information about local real estate (without too much work). The delightful part should make you smile and keep you coming back. Whether you are moving down the street or clear across the country, we're here to help you understand real estate trends at the local level.



REALTOR.COM

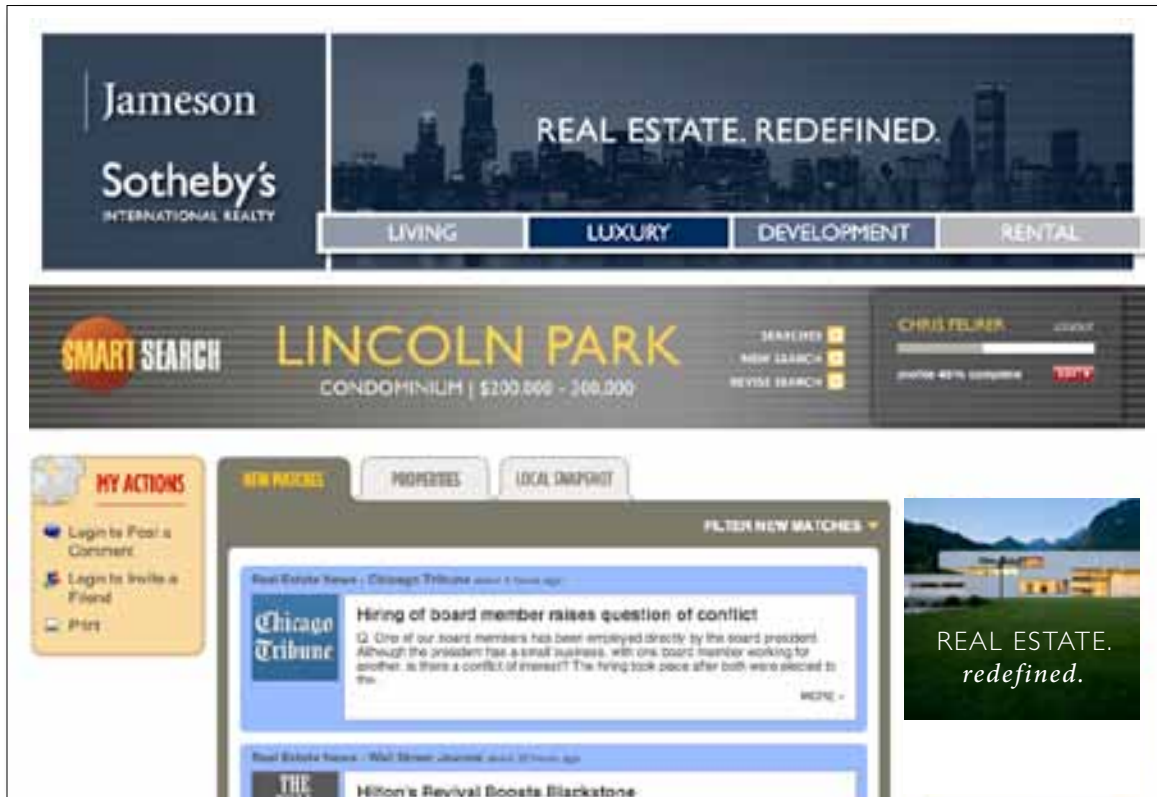
FEATURED PROPERTY EXCLUSIVITY

7.7 Million Visitors Per Month

REALTOR.com®, the official site of the **National Association of REALTORS®**, is the **No. 1 homes for sale Web site**, offering more listings and essential real estate-related information.

REALTOR.com displays home listings from more than 900 Multiple Listing Services (MLS) across the U.S., resulting in a database of more than 4 million existing homes available for sale or rent. More than half of our listings are updated every 15 minutes, providing the most comprehensive and freshest listing information and content available on the Internet.

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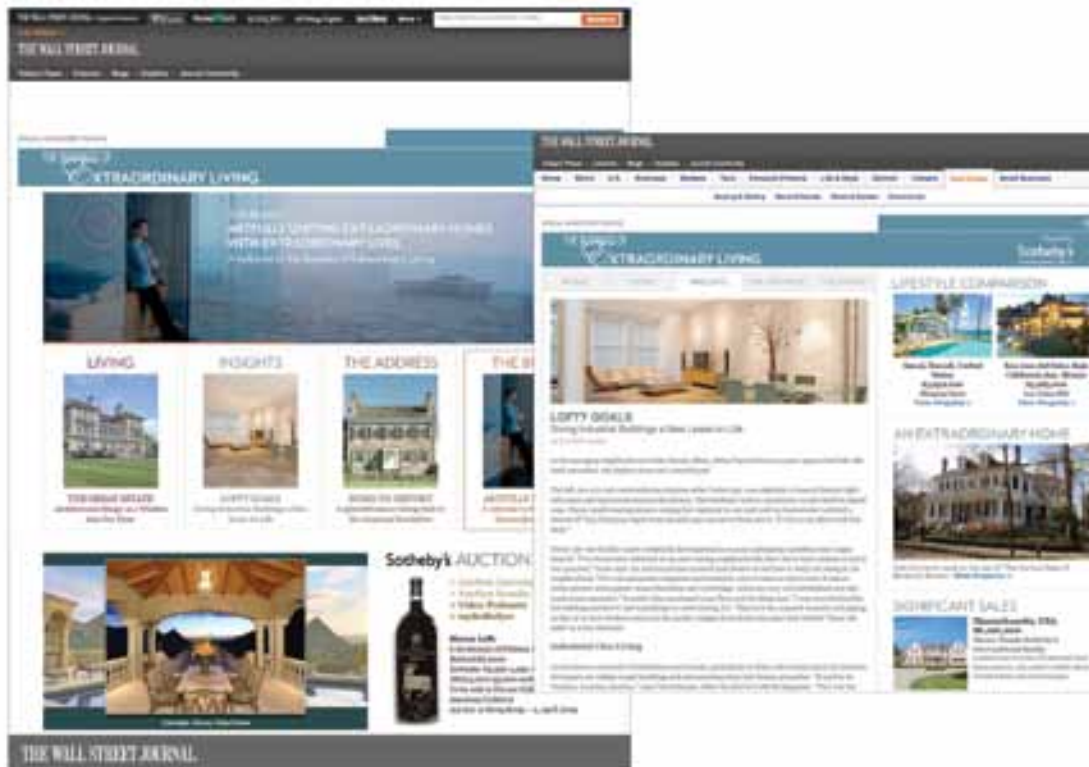


SMARTREALESTATE.COM

EXCLUSIVE PARTNERSHIP

Complete Control of Content and Leads

Smart Real Estate (SRE) is a Real Estate Search Engine created exclusively for Jameson Sotheby's International Realty to capture leads. Our agents gain instant knowledge of users' search preferences and a custom follow-up campaign is implemented immediately.



AN EXCLUSIVE PARTNERSHIP WITH WSJ.COM

“THE BUSINESS OF EXTRAORDINARY LIVING”

Over 40 Million Visitors Per Month

The Sotheby’s International Realty brand has **recently created a unique, exclusive partnership** with The Wall Street Journal through the introduction of The Business of Extraordinary Living microsite. In 2010, Over 35 Million Network Listings Were Found In Active Searches. And with an 89% increase of international traffic to their website*, our relationship with WSJ provides yet another matchless, superior opportunity to market your home globally.

*The Wall Street Journal, 2007 to 2008 YTD Comparison

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PARTNERSHIP WITH NYTIMES.COM

DELIVERING A HIGHLY LOYAL AND ENGAGED
GLOBAL AUDIENCE OF INFLUENCERS

Audience Of Nearly 30 Million Monthly Unique Users Worldwide.

Our partnership with The New York Times provides the ability to develop custom and dominant opportunities to create brand awareness and drive qualified leads to the listings represented by our network. This strategic partnership represents several unprecedented and exclusive online opportunities that allow the Sotheby's International Realty® brand to integrate directly with The New York Times' editorial content and **position the homes our network represents front and center to an audience of nearly 30 million monthly unique users worldwide.**

INTRIGUING

Sotheby's
INTERNATIONAL REALTY

FINANCIAL TIMES

Mario Draghi
Interview: Action on the eurozone addicts

Philip Stephens
A risen China reaches for power

Martin Wolf Why we have to live with low interest rates
Martin Indyk The way out of the Middle Eastern morose
Market Insight China's banks are at the behest of the state

Home UK World Companies Markets Global Economy Lex Comment Management Personal Finance Life & Arts

Highlights • Material World • Short view • Trading insight • Eurozone crisis in-depth • WikiLeaks in-depth • Gavyn Davies

From COMPANIES 8:31pm

Madoff trustee launches \$19.6bn lawsuit

Sixty groups and individuals accused of participating in 'illegal scheme'

- Trustee accuses Madoff 'asshole' Kohn
- Banks deny sending money Madoff's way - In depth [Madoff scandal](#)
- Madoff's UK directors sued for \$80m

From WORLD 9:59pm

Exports shrink US trade gap

Trade deficit with China narrows in October

- Washington closes on trade deal with Seoul
- US companies keep hoarding cash

From COMPANIES 7:21pm

Anonymous cyberwarriors stun experts

Anarchists and idealists behind 'Operation Payback'

- In depth [WikiLeaks](#)

FT Women at the Top

Markets data

	INDICES	COMMODITIES	CURRENCIES
FTSE 100	5,813	+0.09%	1.000
S&P 500	1,240	+0.53%	1.000
Eurofirst 300	1,126	+0.16%	1.175
Nikkei 225	10,212	-0.72%	1.170
Shanghai Comp	2,841	+1.07%	

Mon 10 Oct 2011 10:00 AM GMT+0
Portfolio Markets data

FINANCIAL TIMES & FT.COM

ONE OF THE WORLD'S LEADING BUSINESS NEWS ORGANIZATIONS

Over 2.7 Million Unique Monthly Visitors

Financial Times is one of the world's most respected business newspapers, recognized internationally for its authority, integrity and accuracy. FT provides extensive news, commentary and analysis to their global exposure for our network listings with strategically placed media rich banners on their flagship website, FT.com. **Providing entrance to over 2.7 million unique monthly visitors, FT.com drives unsurpassed impressions to our brand and thus, your listing.**

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BBC.COM

A UNIQUE PROGRAM, THE FIRST OF ITS KIND

29 Million Unique Monthly Visitors

Founded in 1922, the British Broadcasting Company is the world's largest broadcasting corporation with 70 news bureaus across the globe. The BBC's audience is comprised of affluent, high-level decision makers who travel the globe extensively for business and pleasure. Our unique program is the first of its kind for the BBC and is expected to deliver 38 million impressions. The cornerstone of our collaboration is our exclusive sponsorship of the "Living in Series." This 26-week series highlights the unique virtues of living on various featured cities and regions, along with relevant property listings represented by the Sotheby's International Realty® network. Our listings are also featured on the BBC Travel homepage.

INVITING
Chicago, Illinois, United States

Digital Publisher of the Year | Expat feed Login | Register now

The Telegraph

HOME NEWS SPORT FINANCE LIFESTYLE COMMENT TRAVEL CULTURE TECHNOLOGY FASHION Jobs Dating Offers

Motoring Health Property Gardening Food and Drink Family Outdoors Relationships Expat Announcements Puzzles

EXPAT > EXPAT DIRECTORY > BEST PLACES TO LIVE

World's Best Places to Live
Living the dream, or just fantasising? Tell us about it, whichever and wherever it happens to be...

In association with **Sotheby's**
INTERNATIONAL REALTY

SEARCH THE MAP

Let us know where you think is the best place to live in the world, and you could win a fabulous holiday. We're offering one lucky reader a free week's accommodation for two people at the five-star boutique hotel Albergo Villa Casanova, near Lucca, in Italy. As well as bed and breakfast for the week, there is a complimentary dinner with wine on the first night, plus two return flights to Pisa from anywhere in the world, courtesy of British Airways (up to a total value of £2,000; connections via a UK airport may be required).

To enter, simply tell us your perfect location by adding a pin to our World's Best Places To Live map by April 30, 2011 (you'll be asked to register your details when you add a pin for the first time). Whether it's a particular street in Paris, a houseboat in Hanoi, an ancient thatched cottage in Somerset or a modern condominium block in Miami, you can be as specific or general as you like, you can send us as many locations as you want, and you can comment on other people's choices, too. Further details of the prizes and the terms and conditions can also be found [here](#).

To sort by Best Places to Live or featured Sotheby's International Realty locations, check or uncheck the boxes below the map and click the search button.

EXPAT DIRECTORY

- World's Best Places to Live
- Best of British
- Add a pin
- Best of British winners
- Login or Register now
- Expat homepage
- MyExpat community

SHARE THIS PAGE

Share 28

TELEGRAPH.CO.UK

CELEBRATING THE "WORLD'S BEST PLACES TO LIVE"

More Than 32 Million Unique Visitors Worldwide

As the best selling quality newspaper in the United Kingdom, *The Telegraph* has been delivering an established, elite audience for well over 150 years. Their website, telegraph.co.uk, hosts more than 32 million unique visitors around the world. "World's Best Places to Live" features over 200 pages of custom, integrated content based on the submissions the firms in our network sent us. Interactive maps drive users to these locations to learn more about the featured markets. In addition to sponsoring the "World's Best Places to Live", our brand's banner ads are strategically placed within the PROPERTY section featuring our Essence advertising campaign and driving users to sothebysrealty.com.

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SUPERYACHTS.COM

WEB BANNERS FEATURED ON PREMIER SITE FOR YACHT ENTHUSIASTS

100,000 Unique Monthly Visitors

Superyachts.com is the leading online source for high-net-worth individuals looking to charter, purchase or rent a superyacht. This consumer-driven, lifestyle and lead-generation site is a showcase for luxury products. With sections such as fashion & style, watches & jewelry, electronics, cars and aviation, design, gadgets & technology, wines/spirits/cigars, and properties & marinas, superyachts.com is current and informative. Superyachts.com is the ultimate source for everything superyachts and the latest news in luxury living. In addition, the Sotheby's International Realty brand will also be featured in select editions of superyachts.com weekly newsletter, reaching over 5,000 super yacht owners and journalists globally.

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SOUTH CHINA MORNING POST & SCMP.COM

ASIA'S WORLD NEWS FRANCHISE

20 Million Monthly Page Views

In 2011 Sotheby's International Realty® further extends their brand presence towards the Pacific Rim through their partnership with Asia's world new franchise, *The South China Morning Post*. Respected internationally for its objective coverage and insights into Greater China and the region, *The South China Morning Post* is renowned for its high-quality journalism and free-thinking lively debate. Sotheby's International Realty® network listings are featured in banner advertisements across the award winning online portal of *The South China Morning Post*, SCMP.com. Generating over 20 million page views monthly, SCMP.com exposes the Sotheby's International Realty® network to more than 20,000 subscribers.

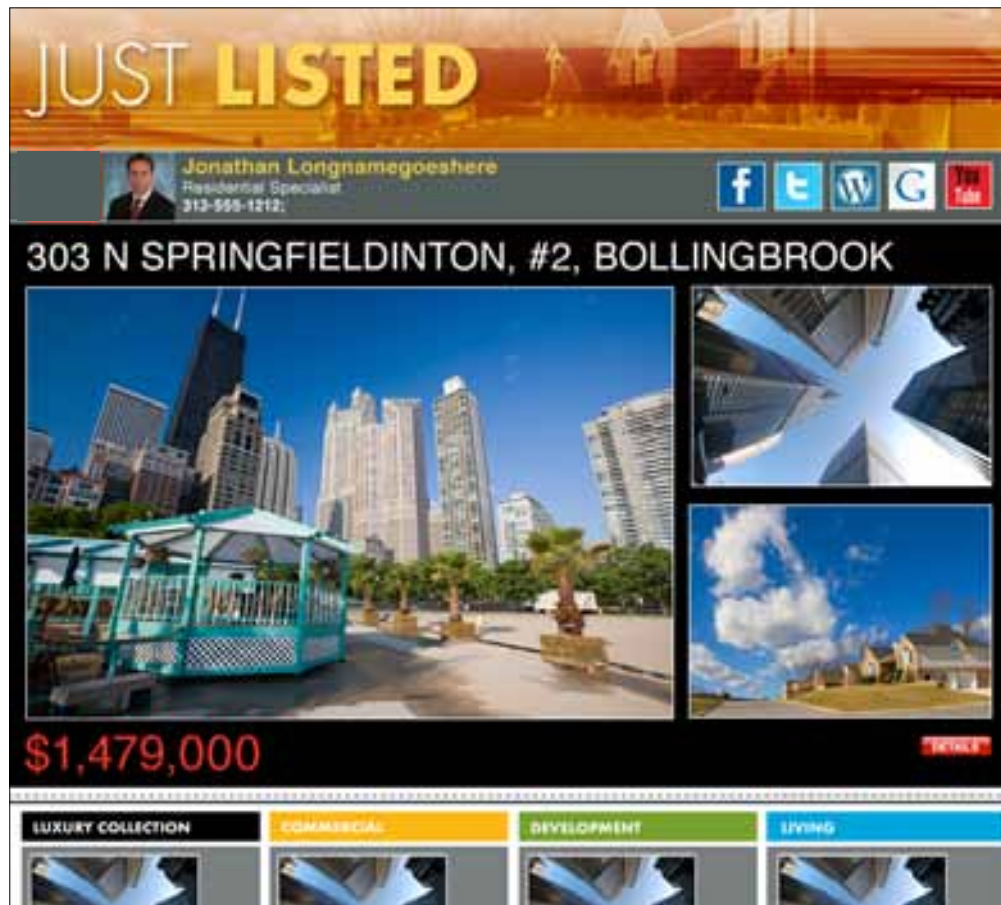


FRONTGATE.COM/SOTHEBYSREALTY

UNIQUE PARTNERSHIP TO CONNECT BUYERS AND SELLERS

Frontgate is a **leading distributor of fine home furnishings and a brand that the Sotheby's International Realty® network has a unique collaboration with.** As part of this partnership we are able to feature select listings on our Frontgate micro site. This provides yet another exclusive distribution channel to connect buyers and sellers.

Each office is independently owned and operated.



AUTOMATED EBLASTS

AN AUTOMATIC FOLLOW-UP SYSTEM

Up To 160,000 Jameson Sotheby's International Realty Clients

We have created a proprietary software called "Virtual Assist." This Customer Relationship Management (CRM) system enables our agents to maintain a professional connection to every person with whom they become acquainted. This system links to the MLS and automatically sends an eblast when the agent's listings are updated. Our agents' reach is increased exponentially by using this powerful tool.



FACEBOOK.COM/SOTHEBYSREALTY

EXPLORE ALL WE HAVE TO OFFER ON FACEBOOK

With facebook.com having more than 400 million active users, of which 70% reside outside the United States*, it is crucial that we employ social media efforts where appropriate to help drive awareness of your home. Facebook.com/sothebysrealty is an extension of the brand's less is more philosophy, communicating lifestyle, extraordinary property and an outstanding network. SothebysRealty, our twitter account, allows hundreds of people and organizations to follow and receive updates on the latest news and information within the Sotheby's International Realty network.

*facebook.com

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iPHONE™ & iPAD™ APP

RELEVANT CONNECTIONS

Our 2011 collaboration leads with a four-month exclusive sponsorship of *The New York Times* signature iPad application. Users can slide and tap through our **custom built interactive unit featuring select homes** represented by the Sotheby's International Realty® network. *The New York Times* also has an iPhone application dedicated solely to Real Estate. Developed to include Global Positioning Satellite (GPS) functionality to make local listings more accessible to users on the go, this app has seen extremely strong response from its users toward featured advertisements. The Sotheby's International Realty® network has featured banner placements throughout this app for the entire year providing yet another targeted vehicle to expose select listings.



COMPANY EVENTS

MORE WAYS OF PUTTING YOUR HOME IN FRONT OF REAL ESTATE AGENTS

Crystal Ball Hosts Over 1200 Real Estate Professionals

Jameson Sotheby's International Realty is the host to many company-wide events, including the most exclusive Crystal Ball which is held each winter. We have also been a lead sponsor for the Lincoln Park Builders Annual Event for the past several years. These events allow us to network with other professionals and establish our presence in the Chicago Real Estate community.

Each office is independently owned and operated.



PROMOTIONAL GIFTS

MAINTAINING RELATIONSHIPS WITH COOPERATING AGENTS

In an effort to make connections and maintain relationships with cooperating agents, Jameson Sotheby's International Realty often creates custom promotional gifts for certain events and holidays. In the past we have gifted Holiday **wine**, **iPads**, **gift cards** and at one point even a **Mercedes-Benz**.



CHICAGO TRIBUNE

FEATURED PROPERTY EXCLUSIVITY

Sunday City Zone Circulation: over 200,000

Advertising in the Chicago Tribune is a proven strategy for reaching consumers in Chicago and the Midwest. In fact, as the leading newspaper in the Chicagoland market, more Chicagoans turn to the Chicago Tribune than the Wall Street Journal, USA Today and The New York Times combined. Since 1847, The Chicago Tribune has been Chicago's most trusted newspaper, and its preferred source for news, sports, and entertainment information. The Chicago Tribune is read by nearly 2 million people every day and close to 4 million people each Week.

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CHICAGO SOCIAL

CONNECTING CHICAGO'S ELITE

Modern Luxury Media is **the premier luxury lifestyle publisher in the United States**. With titles in the most influential major cities, Modern Luxury excels in capturing the urbane metropolitan lifestyle. Our upscale city titles reach the most sophisticated residents in 13 cities across the country. Covering everything from world-class dining and unparalleled local service to in-depth celebrity features, our city magazines are your must-have publications.



ULTIMATE ADDRESS

LUXURY CHICAGO LISTINGS

Circulation: 50,000 • Average Income: \$150,000

The luxury magazine for distinctive addresses, Ultimate Address targets upscale homebuyers who are in the market for high-end, exceptional residential real estate.

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CHICAGO AGENT

CHICAGO'S SOURCE FOR REAL ESTATE NEWS

Circulation: 32,000 Email Recipients • Average Income: \$63,500

Chicago Agent publishing offers the broadest and deepest reach available into the Chicagoland residential real estate community. Our magazine, websites, newsletters, events, social networks and job board reach tens of thousands of real estate professionals by providing rich, game-changing content. We deliver consistent communication and a dynamic point of view to over 500 residential real estate offices and 32,000 e-mail recipients, in addition to the countless readers that view our magazine online and in print. Chicago Agent offers local coverage of real estate news and events with an industry-wide flavor, encouraging a dialogue between agents, mortgage professionals and real estate developers who serve the local housing market. The ultimate agent's resource.



THE WALL STREET JOURNAL

HELPING READERS UNDERSTAND THE WORLD

Circulation: 1,878,927 • Average Income: \$315,548

The Wall Street Journal successfully reaches global wealthy individuals seeking to buy or sell exceptional properties of worth. The Journal connects your home to the world's most affluent buying audience by offering: global reach, geographic flexibility and unique showcasing on wsj.com.

Each office is independently owned and operated.



THE NEW YORK TIMES

DELIVERING HIGHLY LOYAL AND ENGAGED INFLUENCES

Circulation: 1,500,000 • Average Household Income: \$109,304

The New York Times targets the most influential and loyal readers in New York and the nation. Our brand and the homes marketed by our network receive unparalleled recognition and international circulation reaching the most inquisitive minds through the pages of their dedicated luxury real estate section, T Magazine and Key Magazine. These vehicles showcase luxury properties of all types – from the country’s most exquisite homes to lavish vacation getaways and contemporary masterpieces, making them a perfect fit to market your home.



ROBB REPORT COLLECTION

AN AUTHORITATIVE VOICE

Circulation: 200,000+ • Average Household Income: \$1,375,000

The Robb Report Collection is unrivaled in its ability to reach deep into the hearts and minds of affluent consumers. *The Robb Report Collection* succeeds by advising and influencing a highly acquisitive audience, guiding their purchasing decisions for products, services and experiences that will enrich their lives.

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ROBB REPORT EXCEPTIONAL PROPERTIES

SERVES THE UNIQUE NEEDS OF AN EXCLUSIVE MARKET

Circulation: 70,000 • Average Household Income: \$1,200,000

Robb Report Exceptional Properties is an authoritative and captivating resource for this highly active, high-end audience offering valuable insight focusing on geographic locations, pricing, amenities, style, ownership options and lifestyles. *Robb Report Exceptional Properties* serves the unique needs of an exclusive market: the owners, buyers and sellers of the world's most desirable properties. **No other marketing resource offers a direct line of communication to such an influential group.**



RESIDE®

AN AWARD-WINNING CELEBRATION OF HOME, ART AND LIVING

Circulation: 100,000 • Average Income: \$600,000

Access to many of the world's wealthiest clientele is available through the pages of RESIDE magazine, the exclusive publication of the Sotheby's International Realty network. Recently awarded the coveted Hermes Platinum Award, which recognizes outstanding design and editorial creative excellence, RESIDE includes The Gallery, a property section designed to showcase our network's homes to an audience of over 100,000 wealthy and accomplished readers. RESIDE is also distributed with the Sotheby's at Auction magazine granting us exclusive reach to the clandestine Sotheby's Auction House client base.

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SOTHEBY'S AT AUCTION

A CELEBRATION OF EXTRAORDINARY ART AND OBJECTS ON THE INTERNATIONAL ART MARKET

Circulation: 40,000 • Average Income: \$474,000

Sotheby's at Auction showcases the full range of Sotheby's offerings around the world. It unites the most important pieces of fine and decorative art and precious objects offered at each of Sotheby's auction locations: New York, London, Hong Kong, Milan, Geneva, Doha, and Amsterdam. Each issue of Sotheby's at Auction also features an exclusive and dedicated real estate advertising section designed to provide essential reach and precise marketing to some of the most affluent, educated and international audiences available today.



INTERNATIONAL HERALD TRIBUNE

THE GLOBAL EDITION OF THE NEW YORK TIMES

Circulation: 242,073 • Average Income: \$286,743

The International Herald Tribune is the international voice of The New York Times and its authoritative journalism reaches 180 countries. The IHT is written for people who know that global events and trends affect their work and their lives. Our partnership with this key daily newspaper goes beyond just the pages we advertise in. We also participate at some of the most prestigious events around the world where our wrap is placed around thousands of copies of this newspaper. Unequivocally, the **IHT helps your home reach the world.**

Each office is independently owned and operated.



THE GLOBE AND MAIL

CONNECTING WITH CANADA'S MOST SOUGHT-AFTER
AUDIENCE IN BOTH PRINT AND ONLINE

Circulation - 900,000 / Household Income - \$100K +

With over 6 national Canadian newspaper awards, The Globe and Mail is Canada's leading news source, connecting the Sotheby's International Realty® network to Canada's most influential readers. Your home will be featured on a full color ad in The Globe and Mail, **which reaches more high level executives than any other Canadian newspaper.** In addition, traffic driving web banners leading to sothebysrealty.com are featured on theglobeandmail.com, providing even more valuable exposure for your home to this desirable market.

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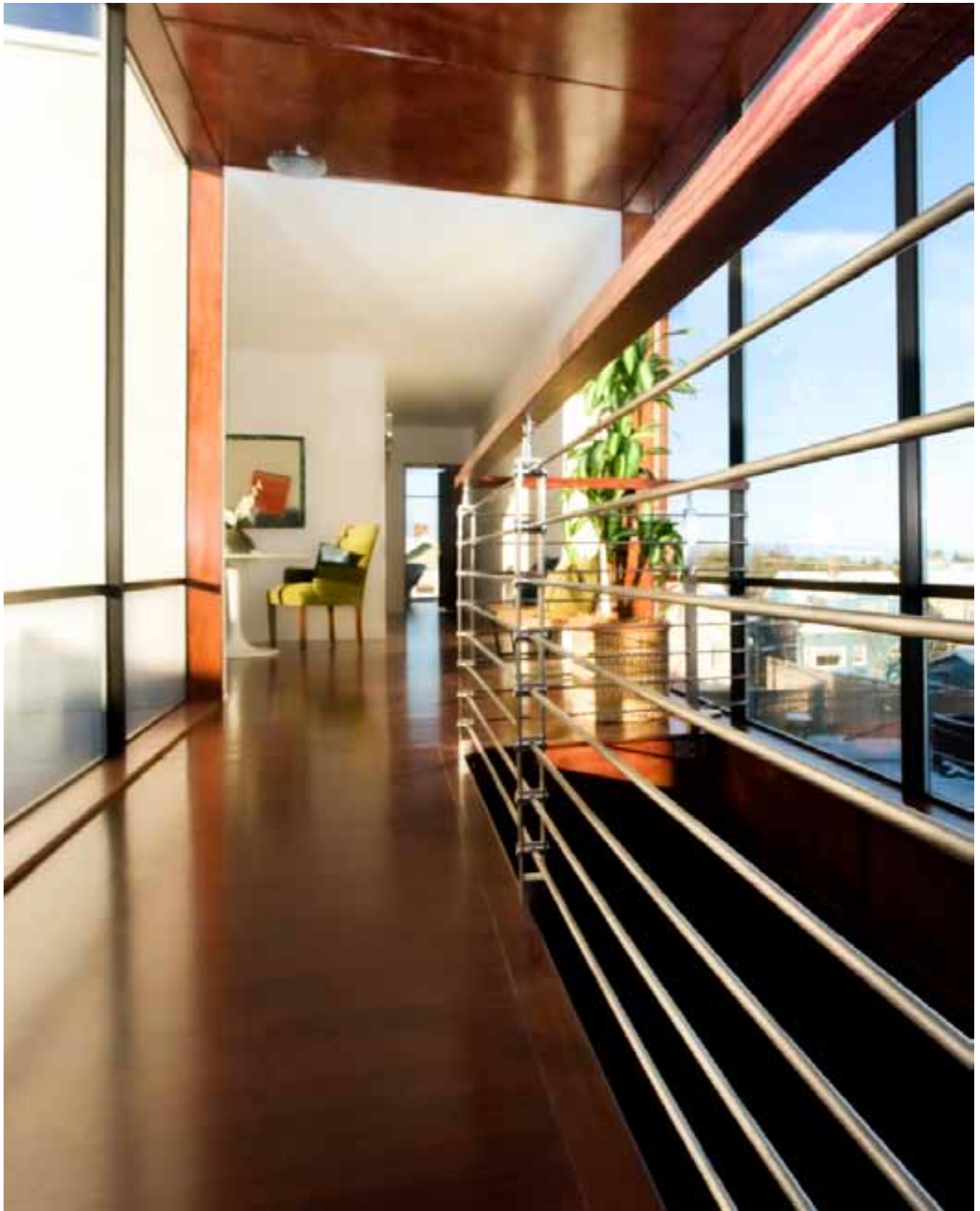
COUNTRY LIFE

A MUST FOR DISCERNING EUROPEAN READERS

Circulation: 40,408 • Average Household Income: \$140,000+

Country Life is the essential weekly read for those who are passionate about the very best of Britain.

Described as “the most quintessential English magazine”, Country Life features thought provoking editorial to effectively attract high net worth readers and is the ideal venue for advertising prestigious property in more than 60 countries.



YOUR MARKETING PLAN



MARKETING REPORTS

KEEPING YOU INFORMED WITH WEEKLY UPDATES

WEEKLY MARKETING REPORT

PROVIDED BY:

WEEKLY MARKETING REPORT

AUGUST 2 - AUGUST 9

SHOWING FEEDBACK

SHOWINGS

4 New
474 Total

VIEW DETAILS

FEEDBACK SURVEY

3 New
52 Total

DATE	FROM	COMMENTS
8/3/10	On-Line Survey	Great central downtown location and luxurious amenities.
8/5/10	Agent	Spacious floorplans and modern interiors available for upgrades.

Reports can be accessed from the Members Site detailing the traffic your listings receive from sites like Google, Trulia, Zillow, Yahoo! Real Estate, SothebysRealty.com..etc.

Office Name	Volume	Percentage
Chicago	194	18.0%
Los Angeles	174	16.2%
Phoenix	151	14.0%
San Francisco	141	13.1%
Seattle	131	12.1%
San Diego	121	11.2%
San Jose	111	10.3%
San Luis Obispo	101	9.4%
San Ramon	91	8.5%
San Rafael	81	7.6%
San Simeon	71	6.6%
San Simeon	61	5.7%
San Simeon	51	4.8%
San Simeon	41	3.8%
San Simeon	31	2.9%
San Simeon	21	2.0%
San Simeon	11	1.0%

Company, office, agent and listing level reports that can be shared with clients

ASSESSING THE VALUE OF YOUR HOME

Arriving at a price at which to list your home is best done by a professional real estate agent who is knowledgeable about buying and selling homes similar to yours. Your Jameson Sotheby's International Realty agent will explore the many factors that enter into the equation and recommend a price at which he or she expects your home to sell in a reasonably short time. The factors your agent will examine include:

location

You might think that this factor in assessing your home's value might be just too obvious to mention. Yet there are several details about your home's location that your Jameson agent will take into account when evaluating the property. Your agent will compare your home's location – the community, the neighborhood, even its location on the street - to other properties that have sold or are on the market. Your home's proximity to various amenities, including the quality of the schools and your home's proximity to desirable services such as restaurants, shopping and transportation, will be considered.

condition

If your home is well-maintained, with no signs of neglect, it will be much more appealing to potential buyers than one in which deferred maintenance is apparent. A home that buyers will be able to move right into will sell more quickly, and at a higher price, than one which they perceive as a "fixer-upper". Be sure to review the section of this book entitled "Prime Your Home for Showings" for tips on preparing for showings in order to make your home attractive to the widest possible audience.

price

Making a pricing decision that takes into consideration not only the location and the condition of your home, but also current market conditions, requires the aid of a knowledgeable and professional real estate agent. Your Jameson Sotheby's International Realty agent will review the items that factor into pricing your home for sale and will make price comparisons to similar properties. Your agent's goal is to help you sell your home in the quickest possible time at the highest possible price. Most buyers have already determined their price range when they begin the search for their new home and will search for homes only within that price range. To capture the interest of the most buyers, it is critical to price your home appropriately right away; otherwise, you risk losing the buyers who might have purchased your property when it first appeared on the market.

PRIME YOUR HOME FOR SHOWINGS

CLEAR UP

Look around your house and determine which accessories and personal items, such as family photos, can be cleared out. Remember, you want buyers to focus on what you want them to see as your home's desirable features. Throw out or give any excess items to a suitable charity -- or simply store them to enjoy later in your new home. You will also want to remove personal property that isn't being sold with the home, such as window treatments or chandeliers, so that the buyer doesn't get the idea that they can negotiate the items as part of the purchase price.

PACK UP

Less is better. All storage spaces -- clothes closets, linen closets, pantries, kitchen cabinets, bathroom vanities, medicine cabinets, and storage lockers -- should be emptied of all unnecessary items so that they appear as spacious as possible. Anything that remains should be clean and neatly organized.

CLEAN UP/ FRESHEN UP

Make sure everything a prospective buyer will see is spotless. And they will look in places you would never expect. Besides a one-time, pre-showing thorough cleaning of your entire home, you should make sure all counters are always clean, all surfaces are dust-free and the windows are clean and streak-free. Painting the walls of your home in a nice neutral color can transform the space at very little cost.

LIGHTEN UP

Use the lighting in your home and from the outside to make the rooms appear larger. Open all the drapes and blinds to let in natural light and turn on all lamps -- add more if you need to -- to lighten up all corners of the room so every nook and cranny is visible. Replace any burned out bulbs right away.

FIX UP

Make all small, easy repairs such as dripping faucets, replace missing tiles, repair window screens, etc. Your Jameson Sotheby's International Realty agent can advise you whether making any larger repairs would be worth the cost and will be able to refer you to any number of skilled trades people who can do the job for you.

KEEP UP THE CURB APPEAL

If you live in a townhome or a single-family home, it's important that the exterior looks attractive and welcoming to buyers. Keep the front entry and sidewalk free of debris (and snow and ice in the wintertime) and be sure to mow the lawn regularly in spring and summer.

CHECKUP

All of the above suggestions are meant to ensure that buyers see your home in its best light but they do not address concerns with your home's systems or structure. To find out if there are any major issues with your home and to avoid any surprises later that could be a deal-breaker, you might consider hiring a home inspector to do a thorough check.



RESOURCES

SAMPLE SELLER'S CLOSING COSTS

estimated closing date	
sales price	
state transfer tax	\$1.00 per \$1000 sales price
county transfer tax	\$0.50 per \$1000 sales price
city transfer tax	\$3.00 per \$1000 sales price
realtor commission	
property tax credit to buyer*	
release of mortgage	
title insurance	depends on title company, contact your attorney
closing fee to title company	depends on title company
attorney's fees	
survey	not required for condos
total selling costs	
proceeds to seller	
outstanding loan	
TOTAL	

*Tax Credit to buyer is based on a proration. Contact your attorney. Illinois taxes are paid a year in arrears.

VENDOR LIST

Jameson Sotheby's International Realty colleagues and friends have used these vendors and have reported a satisfactory experience. However, Jameson Sotheby's International Realty has no control over the quality of the work of the listed vendors, nor are we able to verify that their certifications, licenses and insurance are adequate and up-to-date. We recommend that you call more than one vendor in each category of service to discuss your individual needs for any work you desire to have performed.

ATTORNEYS			HOME IMPROVEMENT		
Ami J. Oseid, Attorney at Law	773.279.9900		Bartlett Shower Doors	773.975.0069	bartlettshowerdoors.com
Thompson & Thompson	312.372.6563		B&B (Laminates & Granite)	773.278.1272	bformica.com
Hawbecker & Garver LLC	630.789.6833	hg-legal.com	Marble Emporium	847.205.4000	
APPLIANCES			Pow Pow Powerwash n Seal	773.281.3750	powpowpowerwashing.com
Abt Appliances & Electronics	847.967.8830	abtelectronics.com	INSPECTION SERVICES		
Plass Appliance	773.868.0100	plassappliaince.com	All About Homes	312.371.7414	aah-inspect.com
CARPET CLEANING			Household Inspection Team, Inc.	773.388.9000	weinspect.com
Brouwer Brothers Steamatic	708.396.1450	bbsteamatic.airtk.com	J. Schiffman & Associates	847.520.1761	jerryschiffman.com
De Correvont Carpets, Inc.	773.549.2808	salvageone.com	INSURANCE		
Matthew Klujian & Sons Carpet Cleaning	773.743.1300	klujianrugs.com	Alternatives Insurance, Ltd.	773.929.9666	altinsure.com
CLEANING SERVICE			State Farm / Joe Guarraci	773.327.5559	statefarm.com
Maid for You	773.478.2192		Rand-Tec	847.367.2633	rand-tec.com
Maid to Order Inc.	312.939.6490	maid-to-orderinc.com	LOCKSMITH		
CLOSETS & ORGANIZATION			Amazing Lock Service	773.935.8900	
The Closet Factory	847.928.2100	closetfactory.com	Security Shop	773.525.6705	
In Its Place	847.677.7007		MASONRY & TUCKPOINTING		
FLOORS			Casey Brozozowski	773.725.8275	
Armor Tile & Supply	708.385.3500		Szabo Masonry Sealing	815.439.5677	
Hardwood Floors Unlimited	773.447.1452		SHADES & BLINDS		
Simion Flooring	773.583.1535		Gotcha Covered Blinds	773.761.1100	gotchacoveredblinds.com
HEATING & AIR CONDITIONING			Illinois Window Shade Co.	773.743.6025	illinoisshade.com
Air-Rite	630.966.8123		Window Treatments & Style	708.415.3422	
ALL Temp	773.481.2000		FOR MORE INFORMATION PLEASE SEE WWW.JAMESONSIR.COM		
Airon Heating	773.604.8880				

GLOSSARY

ACCELERATION CLAUSE Clause in trust deed or mortgage giving lender the right to call all sums owed as immediately due and payable upon the borrower's default.

ACCEPTANCE The indication of the offeree's willingness to be bound by the terms of the offer.

ADJUSTABLE RATE MORTGAGE (ARM) Interest rate and monthly payments are adjusted periodically during the life of the loan to correspond with changes in the money market.

AGENT One who acts as a negotiator when dealing with third parties on behalf of a principal.

AMORTIZATION The gradual retirement of a financial obligation by making periodic payments on the principal and interest.

ANNUAL PERCENTAGE RATE The nominal interest rate of a loan, plus charges for points, loan origination fees, finder's fees, and insurance. This rate must be stated on loans covered by Regulation Z of the Truth in Lending Law.

APPRAISAL An estimate of a property's value supported by relevant, factual evidence.

ASSESSMENT Either (1) an estimate by a government assessor of the value of property for the purpose of imposing taxes; (2) a fee imposed on property by a governmental authority, usually to pay for improvements such as streets and sewers; or (3) a fee charged by a community association (e.g., in a subdivision) or an association of co-owners (e.g., in a condominium project) to maintain or repair common areas or property.

BALLOON PAYMENT The final installment payment on a note greater than the preceding installment payments; any payments larger than average on a note.

BILL OF SALE The legal document used to transfer title to personal property.

CERTIFICATE OF TITLE A certification based on immediately available public records and issued by a title company, or an opinion rendered by an attorney that the seller has good, marketable and/or insurable title to the property.

CLOSING COSTS Additional costs other than down payments needed to purchase a property. They include points, application fee, one year's premium for hazard insurance, tax and insurance escrow deposit, city revenue stamps, recording fees and attorney's fees.

CLOSING STATEMENT The settlement sheet which is a statement of debits and credits for the buyer and seller in summarizing the costs involved when selling property.

COMMITMENT An agreement to loan a specified amount to a purchaser.

COMMON ELEMENTS That part of real property in condominium ownership of shared elements, including walls, structural supports, stairwells, swimming pools, etc.

CONDOMINIUM A subdivision allowing individual ownership of the units themselves and joint ownership of the common elements.

CONTINGENCY Any requirement in a contract which must be completed before the contract can be considered ready for performance.

CONTRACT An agreement negotiated and entered into by two or more parties who exchange mutual promises to perform certain acts in accordance with the wishes of both parties.

CONVENTIONAL MORTGAGE Any mortgage that is not government insured is considered to be a "conventional" mortgage.

COOPERATIVE APARTMENT Each occupant receives an undivided interest in the ownership of the apartment and a common interest in all other facilities. This is usually effected by forming a corporation with each owner receiving stock in the corporation equal to his or her investment. The form of ownership is shares/stock in a corporation. The corporation owns the real estate.

COOPERATING BROKER A real estate broker, other than the listing broker, who represents potential purchaser and participates in the sale.

CO-SIGNER One who accepts equal obligation for the performance of a contract, note or other act by affixing his or her name to the documents involved.

CUSTOMER (Prospect) The party with whom an agent deals on behalf of the principal. The agent is required to treat that person fairly and honestly.

DEED The written instrument which, when properly executed and delivered, conveys title.

DISCOUNT POINTS The amount paid by the seller of a property which will be FHA insured.

DOWN PAYMENT A portion of the purchase price for a property which is paid by the buyer in cash, as opposed to the portion of the purchase price which is either (1) advanced by a lender; (2) assumed by the buyer under the seller's existing mortgage, or (3) financed by the seller.

DUE ON SALE CLAUSE (Alienation Clause) The clause which allows the mortgagee the option of calling the mortgage's unpaid balance immediately due if the mortgagor sells the mortgaged property.

EARNEST MONEY A sum of money given to bind an agreement or an offer made to show good faith.

EASEMENT The right, privilege, or interest of one party in the land of another.

EQUITY The interest one has in real property as an owner above all existing indebtedness.

ESCROW A depository for papers, funds and instructions with a third party who is then obligated to carry out all instructions, providing they are in complete agreement.

FANNIE MAE The Federal National Mortgage Association (FNMA), whose primary function is to buy and sell FHA and VA mortgages in the secondary market for mortgage loans.

FHA LOAN Federal Housing Administration loans are insured by the federal government. Interest rates can be lower than for conventional loans, but the real advantage lies in the low down payment requirement, usually under 5%.

FIXED-RATE MORTGAGE Interest rate and monthly payments remain the same for the entire term of the loan.

GENERAL WARRANTY DEED A deed in which the grantor certifies that the title conveyed is free of defects which may have arisen before or during the time he owned the property.

GIFT LETTER A letter prepared for mortgagee which verifies that the sums of money being used as down payment were a gift from a relative, made without obligation of repayment.

HOMEOWNER'S ASSOCIATION An association formed to promote the common welfare of all home owners in the same subdivision; e.g. a condominium building.

LEGAL DESCRIPTION A description of property which can be recognized by law and by which the property in question can be definitely located by reference to recorded maps.

LISTING AGREEMENT An agreement between a real estate broker and the owner of property which authorizes the broker to assist in the sale of the property, as by advertising it and showing it to prospective buyers.

MARKET PRICE The price a property should bring based on comparable sales of similar properties within recent months.

MORTGAGEE The lender in a mortgage agreement.

MORTGAGOR One who makes a mortgage; the borrower.

PERSONAL PROPERTY Moveable property not permanently affixed to land or buildings.

POINTS Loan discounts collected by mortgage lenders as a means of increasing their yield on real estate loans. A point is 1% of the amount of the mortgage.

PREPAYMENT CLAUSE Provision allowing loan payments to be larger than the amount specified in the note.

PRIVATE MORTGAGE INSURANCE (PMI) An insurance premium charged by a lender to buyers with less than 20% down payment. PMI insures lender in the event that buyer should default on the loan.

PRORATION To divide proportionately among the parties involved, based on a fixed date of computations, their share of an obligation paid or due; e.g., taxes, water, sewer, rents.

REAL PROPERTY Land itself, the improvements thereon, and the rights, title, and interest one has in it.

RESPA Acronym of the Real Estate Settlement Procedures Act, federal legislation passed to regulate disclosure of the buyer's settlement costs.

RIGHT OF SURVIVORSHIP The right to acquire the interest of a deceased joint owner; distinguishing feature of a joint tenancy.

SURVEY The process by which a parcel of land is measured and its area is ascertained.

TITLE INSURANCE Insurance written by a title company to protect property owner against loss if title proves unsound.

TRANSFER TAX The tax required by a governmental agency when real property is transferred from one party to another.

VARIABLE RATE LOAN A loan in which the interest rate rises or falls according to an indicator of market interest such as the prime lending rate.

VARIANCE A permit exempting an owner from a particular zoning ordinance. The owner of the property must prove exceptional circumstances or hardship to justify the exemption.

ZONING A method of regulating the use of real estate by dividing a county or municipality into zones or zoning districts, and then designating the purposes for which land in each zone or zoning district may be used.

THE CRITICAL ROLE OF THE REALTOR®

WHY WAS THIS LIST PREPARED?

Surveys show that many homeowners and homebuyers are not aware of the true value a REALTOR® provides during the course of a real estate transaction. The list here is just a baseline since the services may vary within each brokerage and each market. Many REALTORS® routinely provide a wide variety of additional services that are as varied as the nature of each transaction. By the same token, some transactions may not require some of these steps to be equally successful. However, most would agree that given the unexpected complications that can arise, it's far better to know about a step and make an intelligent, informed decision to skip it, than to not know the possibility it even existed.

THE STEPS

Listed here are 174 typical actions, research steps, procedures, processes and review stages in a successful residential real estate transaction that are normally provided by full service real estate brokerages in return for their sales commission. Depending on the transaction, some may take minutes, hours, or even days to complete, while some may not even be needed. More importantly, they reflect the level of skill, knowledge and attention to detail required in today's real estate transaction, underscoring the importance of having help and guidance from someone who fully understands the process – a REALTOR®.

PRE-LISTING ACTIVITIES

- 1 Make appointment with seller for listing presentation
- 2 Send seller a written or e-mail confirmation of listing appointment and call to confirm
- 3 Review pre-appointment questions
- 4 Research all comparable currently listed properties
- 5 Research sales activity for past 18 months from MLS and public records databases
- 6 Research "Average Days on Market" for this property of this type, price range and location
- 7 Download and review property tax roll information
- 8 Prepare "Comparable Market Analysis" (CMA) to establish fair market value
- 9 Obtain copy of subdivision plat/complex lay-out
- 10 Research property's ownership & deed type
- 11 Research property's public record information for lot size & dimensions
- 12 Research and verify legal description
- 13 Research property's land use coding and deed restrictions
- 14 Research property's current use and zoning
- 15 Verify legal names of owner(s) in county's public property records
- 16 Prepare listing presentation package with above materials
- 17 Perform exterior "Curb Appeal Assessment" of subject property
- 18 Compile and assemble formal file on property
- 19 Confirm current public schools and explain impact of schools on market value
- 20 Review listing appointment checklist to ensure all steps and actions have been completed

LISTING APPOINTMENT PRESENTATION

- 21 Give seller an overview of current market conditions and projections
- 22 Review agent's and company's credentials and accomplishments in the market
- 23 Present company's profile and position or "niche" in the marketplace
- 24 Present CMA Results To Seller, including Comparables, Solds, Current Listings & Expireds
- 25 Offer pricing strategy based on professional judgment and interpretation of current market conditions
- 26 Discuss Goals With Seller To Market Effectively
- 27 Explain market power and benefits of Multiple Listing Service
- 28 Explain market power of web marketing
- 29 Explain the work the brokerage and agent do "behind the scenes" and agent's availability on weekends
- 30 Explain agent's role in taking calls to screen for qualified buyers and protect seller from curiosity seekers
- 31 Present and discuss strategic master marketing plan
- 32 Explain different agency relationships and determine seller's preference
- 33 Review and explain the Listing Contract and obtain seller's signature

ONCE PROPERTY IS UNDER LISTING AGREEMENT

- 34 Review current title information
- 35 Measure overall and heated square footage
- 36 Measure interior room sizes
- 37 Confirm lot size via owner's copy of certified survey, if available
- 38 Note any and all unrecorded property lines, agreements, easements

- 39 Obtain home plans, if applicable and available
- 40 Review home plans and make copy
- 41 Order plat map for retention in property's listing file
- 42 Prepare showing instructions for buyers' agents and agree on showing time window with seller
- 43 Obtain current mortgage loan(s) information: companies and loan account numbers
- 44 Verify current loan information with lender(s)
- 45 Check assumability of loan(s) and any special requirements
- 46 Discuss possible buyer financing alternatives and options with seller
- 47 Review current appraisal if available
- 48 Identify Home Owner Association manager if applicable
- 49 Verify Home Owner Association Fees with manager - mandatory or optional and current annual fee
- 50 Order copy of Homeowner Association bylaws, if applicable
- 51 Research electricity availability and supplier's name and phone number
- 52 Calculate average utility usage from last 12 months of bills
- 53 Research and verify city sewer/septic tank system
- 54 Natural Gas: Research/verify availability and supplier's name and phone number
- 55 Verify security system, current term of service and whether owned or leased
- 56 Ascertain need for lead-based paint disclosure
- 57 Prepare detailed list of property amenities and assess market impact
- 58 Prepare detailed list of property's "Inclusions & Conveyances with Sale"
- 59 Compile list of completed repairs and maintenance items
- 60 Send "Vacancy Checklist" to seller if property is vacant
- 61 Explain benefits of Home Owner Warranty to seller
- 62 Assist sellers with completion and submission of Home Owner Warranty Application
- 63 When received, place Home Owner Warranty in property file for conveyance at time of sale
- 64 Have extra key made for lockbox
- 65 Verify if property has rental units involved. And if so:
 - Make copies of all leases for retention in listing file
 - Verify all rents & deposits
 - Inform tenants of listing and discuss how showings will be handled
- 66 Arrange for installation of yard sign
- 67 Provide Seller's Disclosure form for completion by seller
- 68 Complete "New Listing Checklist"
- 69 Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability
- 70 Review results of Interior Décor Assessment and suggest changes to shorten time on market
- 71 Load listing into transaction management software program

ENTERING PROPERTY IN MULTIPLE LISTING SERVICE DATABASE

- 72 Prepare MLS Profile Sheet -- Agent is responsible for "quality control" and accuracy of listing data
- 73 Enter property data from Profile Sheet into MLS Listing Database
- 74 Proofread MLS database listing for accuracy - including proper placement in mapping function
- 75 Add property to company's Active Listings list

- 76 Provide seller with signed copies of Listing Agreement and MLS Profile Sheet Data Form
- 77 Take additional photos for upload into MLS and use in flyers. Discuss efficacy of panoramic photography

MARKETING THE LISTING

- 78 Create print and Internet ads with seller's input
- 79 Coordinate showings with owners, tenants, and other Realtors®. Return all calls - weekends included
- 80 Install electronic lock box if authorized by owner. Program with agreed-upon showing time windows
- 81 Prepare mailing and contact list
- 82 Generate mail-merge letters to contact list
- 83 Order "Just Listed" labels & reports
- 84 Prepare flyers & feedback faxes
- 85 Review comparable MLS listings regularly to ensure property remains competitive in price, terms, conditions and availability
- 86 Prepare property marketing brochure
- 87 Arrange for printing or copying of supply of marketing brochures or flyers
- 88 Place marketing brochures in all company agent mail boxes
- 89 Upload listing to company and agent Internet site, if applicable
- 90 Mail Out "Just Listed" notice to neighborhood residents
- 91 Advise Network Referral Program of listing
- 92 Provide marketing data to buyers coming through international relocation networks
- 93 Provide marketing data to buyers coming from referral network
- 94 Provide "Special Feature" cards for marketing, if applicable
- 95 Submit ads to company's participating Internet real estate sites
- 96 Price changes conveyed promptly to all Internet groups
- 97 Reprint/supply brochures promptly as needed
- 98 Loan information reviewed and updated in MLS as required
- 99 Feedback e-mails/faxes sent to buyers' agents after showings
- 100 Review weekly Market Pulse
- 101 Discuss feedback from showing agents with seller to determine if changes will accelerate the sale
- 102 Place regular weekly update calls to seller to discuss marketing & pricing
- 103 Promptly enter price changes in MLS listing database

THE OFFER AND CONTRACT

- 104 Receive and review all Purchase Contracts submitted by buyers or buyers' agents.
- 105 Evaluate offer(s) and provide a "net sheet" on each for the owner for comparison purposes
- 106 Counsel seller on offers. Explain merits and weakness of each component of each offer
- 107 Contact buyers' agents to review buyer's qualifications and discuss offer
- 108 Fax/deliver Seller's Disclosure to buyer's agent or buyer upon request and prior to offer if possible

- 109 Confirm buyer is pre-qualified by calling Loan Officer
- 110 Obtain pre-qualification letter on buyer from Loan Officer
- 111 Negotiate all offers on seller's behalf, setting time limit for loan approval and closing date
- 112 Prepare and convey any counteroffers, acceptance or amendments to buyer's agent
- 113 Fax copies of contract and all addendums to closing attorney or title company
- 114 When Purchase Contract is accepted and signed by seller, deliver to buyer's agent
- 115 Record and promptly deposit buyer's earnest money in escrow account.
- 116 Disseminate "Under-Contract Showing Restrictions" as seller requests
- 117 Deliver copies of fully signed Purchase Contract to seller
- 118 Fax/deliver copies of Purchase Contract to Selling Agent
- 119 Fax copies of Purchase Contract to lender
- 120 Provide copies of signed Purchase Contract for office file
- 121 Advise seller in handling additional offers to purchase submitted between contract and closing
- 122 Change status in MLS to "Sale Pending"
- 123 Update transaction management program show "Sale Pending"
- 124 Review buyer's credit report results -- Advise seller of worst and best case scenarios
- 125 Provide credit report information to seller if property will be seller-financed
- 126 Assist buyer with obtaining financing, if applicable and follow-up as necessary
- 127 Coordinate with lender on Discount Points being locked in with dates
- 128 Deliver unrecorded property information to buyer
- 129 Verify termite inspection ordered
- 130 Verify mold inspection ordered, if required

TRACKING THE LOAN PROCESS

- 131 Confirm Verifications Of Deposit & Buyer's Employment Have Been Returned
- 132 Follow Loan Processing Through To The Underwriter
- 133 Add lender and other vendors to MLS so agents, buyer and seller can track progress of sale
- 134 Contact lender weekly to ensure processing is on track
- 135 Relay final approval of buyer's loan application to seller

HOME INSPECTION

- 136 Coordinate buyer's professional home inspection with seller
- 137 Review home inspector's report
- 138 Enter completion into transaction management tracking software program
- 139 Ensure seller's compliance with Home Inspection Clause requirements
- 140 Recommend or assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs
- 141 Negotiate payment and oversee completion of all required repairs on seller's behalf, if needed

THE APPRAISAL

- 142 Schedule Appraisal
- 143 Provide comparable sales used in market pricing to Appraiser
- 144 Follow-Up On Appraisal
- 145 Enter completion into transaction management program
- 146 Assist seller in questioning appraisal report if it seems too low
- 147 Closing Preparations and Duties
- 148 Contract Is Signed By All Parties
- 149 Coordinate closing process with buyer's agent and lender
- 150 Update closing forms & files
- 151 Ensure all parties have all forms and information needed to close the sale
- 152 Communicate location where closing will be held
- 153 Confirm closing date and time and notify all parties
- 154 Assist in solving any title problems (boundary disputes, easements, etc) or in obtaining Death Certificates
- 155 Work with buyer's agent in scheduling and conducting buyer's Final Walk-Thru prior to closing
- 156 Research all tax, HOA, utility and other applicable prorations
- 157 Request final closing figures from closing agent (attorney or title company)
- 158 Receive & carefully review closing figures to ensure accuracy of preparation
- 159 Forward verified closing figures to buyer's agent
- 160 Request copy of closing documents from closing agent
- 161 Confirm buyer and buyer's agent have received title insurance commitment
- 162 Provide "Home Owners Warranty" for availability at closing
- 163 Reviews all closing documents carefully for errors
- 164 Forward closing documents to absentee seller as requested
- 165 Review documents with closing agent (attorney)
- 166 Provide earnest money deposit check from escrow account to closing agent
- 167 Coordinate this closing with seller's next purchase and resolve any timing problems
- 168 Have a "no surprises" closing so that seller receives a net proceeds check at closing
- 169 Refer sellers to one of the best agents at their destination, if applicable
- 170 Change MLS status to Sold. Enter sale date, price, selling broker and agent's ID numbers, etc.
- 171 Close out listing in MLS

FOLLOW UP AFTER CLOSING

- 172 Answer questions about filing claims with Home Owner Warranty company if requested
- 173 Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied
- 174 Respond to any follow-on calls and provide any additional information required from office files.

Source: National Association of Realtors. Please note that some of these steps may be performed by a real estate attorney, lender or title company. In these cases, the Realtor® will coordinate these activities.



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425 W NORTH AVENUE | CHICAGO, IL 60610 | 312.751.0300 | JAMESONSIR.COM | 

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