

Marketing Strategy

Your home sold fast & for Top Dollar – Works every time!



*100 Point Checklist
47 Point Marketing Plan
Sellers Disclosure
Moving Checklist
Complete Transaction Page*

MICHAEL LACHANCE

REALTOR®

Ph: 754.423.2905

Email:

Michaelnlachance@aol.com



When you prepare to place your home on the market for sale it becomes a product. Just like any product on the shelves at your local store it has features & benefits, pluses & minuses, and there are other products to compare yours to. To gain an edge in your marketplace you must be priced right and look better than the competition. Sometimes it is difficult to think of your home as a mere product, but it helps to think that way so that you can get top dollar for your property and sell in a reasonable amount of time.

When you sell your home, you are going to have to move. When you move, you are going to have to pack. Most of the principles of staging just mean that you are going to pack up some of your things early. It is a little bit of work, but you are going to have to do it anyway- so let's do it now so that you can get top dollar for your property.

In 15 Seconds...YOUR HOME WILL MAKE A FIRST IMPRESSION

People make snap decisions in new situations. This is especially true during a showing of a home they are considering. In preparing your home for the market, we need to put this trait of human nature to work for us. Your home needs to make an impression such that the snap judgments of potential buyers are favorable. During the showing, the buyer will make judgments about your home as they view it through the “lens” formed in that first 15 seconds.

Remember, people judge what they cannot see by what they can see. There is so much of what a home has to offer that you cannot see. So we need to make sure that what can be seen is presented perfectly. That’s the purpose behind this booklet.

4 FACTORS CONTROL THE SALE OF ANY PROPERTY

1. **Price:** Explained on the next page
2. **Terms:** This refers to market conditions: Interest rates, employment levels and confidence. We do not control any of these but they impact us as we market your home.
3. **Marketing:** The more exposure your home receives then the more likely you are to sell faster and for top dollar. Pretty simple as long as the other steps mentioned are handled properly.
4. **Condition:** This can be as important as price. If condition is not model home perfect, price will have to be adjusted. If you have ever been in a model or show home, you know how great they look. When homes have that kind of appeal, they sell quickly and usually for the highest price possible.



Pricing Guidelines

Perhaps the most challenging aspect of selling a home is listing it at the correct price. It's one of several areas where the assistance of a skilled real estate agent can more than pay for itself.

Too high can be as bad as too low

If the listing price is too high, you'll miss out on a percentage of buyers looking in the price range where your home should be. This is the flaw in thinking that you'll always have the opportunity to accept a lower offer. Chances are the offers won't even come in, because the buyers who would be most interested in your home have been scared off by the price and aren't even taking the time to look. By the time the price is corrected, you've already lost exposure to a large group of potential buyers.



The listing price becomes even trickier to set when prices are quickly rising or falling. It's critical to be aware of where and how fast the market is moving - both when setting the price and when negotiating an offer. Again, an experienced, well-trained agent is always in touch with market trends - often even to a greater extent than appraisers, who typically focus on what a property is worth if sold as-is, right now.

Agent education, experience critical

When working with a real estate agent, it's critical that you have full confidence in that agent's experience and education. A skilled, knowledgeable agent should be able to explain to you exactly why your home needs to be priced at a certain level - compared to recent listings and sales of homes similar to yours.

Experienced agents also know exactly what the current pool of buyers are looking for in relation to particular styles and price ranges of properties. A skilled agent can recommend changes that will enhance the salability of your home, thus increasing the price - and/or decreasing the length of time before a sale.

It's critical to keep all these aspects of pricing in mind, regardless of whom you choose to list your home.



Mike Lachance
Office: 754-423-2905
Each Office Independently Owned and Operated.

RE/MAX

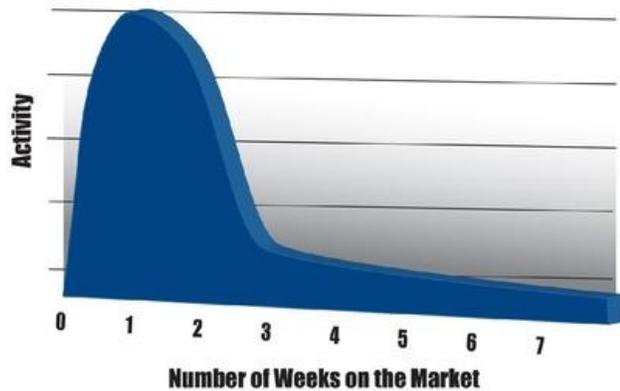


Pricing Your Home

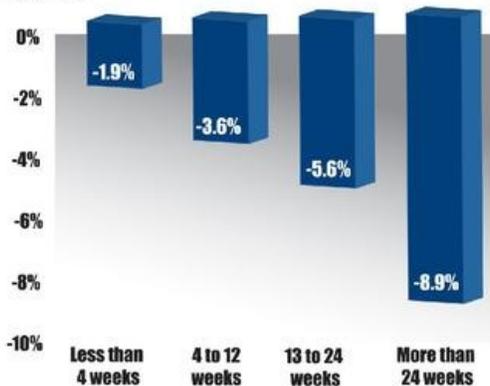
Not only will you miss prospective buyers by overpricing your home, but you will affect how long your home will remain on the market and what the eventual selling price will be.

Activity versus Timing

Timing is extremely important in the real estate market. A property attracts the most interest and excitement from the real estate community and potential buyers when it is first listed. Therefore, it has the highest chance of a sale when it is new on the market. Setting a realistic price from the beginning will help take advantage of this initial period, and increase the chance of a timely sale.



An experienced agent who knows the market and the marketing process can help you determine the market value of your home, thereby giving you the best chance of quickly and smoothly selling your home.



Timing versus Selling Price

When a home is overpriced at the start, it misses what can be the most critical time period in selling a home - the first weeks after it's listed. Once this period is passed and little traffic is generated at the initial price level, it becomes necessary to seek a lower listing price. Depending on market conditions this cycle may repeat several times before a sale is made, resulting in an eventual sale price that is well below the initial listing price, and possibly lower than the market value for your home.

Determining Your Home's Market Value

A comprehensive market analysis is essential to determine the value of residential property. Location and characteristics of the property are the key elements in determining value, therefore the basis for valuation is similar properties in your area. The market analysis takes into account the amount received from recent sales of comparable properties and the quantity and quality of comparable properties currently on the market. The desired end result, of course, is to find a price that will attract a willing and able buyer in a reasonable time.

Once the value of your home has been determined, you can decide on an offering price that will achieve your goals. Generally, the price should not exceed the value by more than 5% or potential buyers may not even make offers.



Mike Lachance
Office: 754-423-2905
Each Office Independently Owned and Operated.



Price and Condition

IT IS MOST IMPORTANT TO HAVE PRICE AND CONDITION PERFECTED WHEN YOUR PROPERTY FIRST GOES ON THE MARKET.

Implement the suggestions in this booklet as soon as possible because just like you cannot duplicate the first kiss, you cannot duplicate the debut of your property on the market.

After the initial surge of interest, the only people to look at it will be those buyers new to the marketplace. The initial impression we make with your property is critical.

Use the Checklist

Fix What Needs Fixing

We Will Help You

Our decades of experience in the marketing and sale of homes will allow us to guide you in making low cost, high value enhancements to the positioning of your property.

Let's Get Started...

KEY AREAS OF FOCUS

REPAIRS

1. The rule of thumb is if something needs repair, fix it! There are likely many things in your home that you have simply become accustomed to over time - things that you have been "promising yourself" to attend to. Well, now is the time.

The buyer will mentally add up the cost of repairing all those minor flaws and come up with an amount that is generally much higher than what it would cost you to fix them. You might say to yourself, "These repairs aren't a big deal." But the buyer is thinking, "If the owners did not take care of these little items, then what about the roof or plumbing or air conditioner?"

2. Check all walls for peeling paint, chipped corners and loose wallpaper.
3. In today's climate of open disclosure and vigilant professional home inspections, the rule is to treat the buyer as you would yourself, particularly for large repairs.

Repair any problems with major systems, or offer an allowance for the buyer to make repairs after closing. Always disclose anything that you know about the property. Don't get caught in a legal battle; full disclosure is one of the many laws surrounding the transaction. As a consumer yourself, you know that buyers more readily make a purchase decision with someone they trust.

CLEANING

4. Every area of the home must sparkle and shine! Each hour spent will be well worth the effort.
5. Clean all windows, including any in the attic and/or garage.
6. Clean wall-to-wall carpeting and area rugs. Clean and polish linoleum, tile and wooden floors. Consider refinishing wood floors, if necessary.
7. Clean and polish all woodwork, if necessary. Pay particular attention to kitchen and bath cabinets.
8. Clean and polish all light fixtures.

NEUTRALIZING

9. Be cautious about selecting colors when painting or replacing carpeting. Your objective is to make your home appeal to the largest possible buying segment. Ask yourself, "How many prospective buyers would be able to move into this house with their own furniture and not have to replace the carpeting?" Position your home on the market to be as appealing to as many people as possible and allow the buyers to mentally picture the home as theirs.
10. Forget your personal taste – the market is always buyer driven! The average buyer will have a hard time looking beyond blue carpeting and bold wallpapers. Consider replacing unusual or bold colors with neutral tones. Two coats of off-white paint may be the best investment you ever make.

SPACE MANAGEMENT

This involves creating the perception of more space.

11. Arrange furniture to give rooms as spacious a feeling as possible. Consider removing furniture from rooms that are crowded. If necessary, place large furniture in storage.
12. Pack up collectibles. This protects your treasured items and gives the room a more spacious feel. Leave just enough accessories to give the home a personal touch. Pack the rest.
13. Remove all clutter and pick up clothing, shoes and personal possessions every day while your home is showing.
14. Empty closets of off-season clothing and pack for the move. Organize closets to demonstrate the most efficient use of space. Leave as few items on the floor or shelves as possible and get rid of any storage boxes.
15. Use light to create a greater sense of space. Open all drapes. Turn on all of the lights throughout the home during showings.

ATMOSPHERE

Place yourself in a potential buyer's shoes and consider the overall atmosphere of your home. Keep in mind your sense of smell as you go through this checklist. Create a warm, shelter-like atmosphere for your home - a place that is safe, comfortable and in good condition.

16. A clean smelling house creates a positive image in the buyer's mind. Be aware of any odors from cooking, cigarettes/cigars, pets, etc., that may have adverse effects on potential buyers. Remember that some people are much more sensitive to odors than others. Smokers rarely notice the odor of tobacco that fills their homes, and pet owners may be oblivious to objectionable dog odors.
17. You can use products like carpet deodorizers, air fresheners and room deodorizers, but the best strategy is to remove the source of the smell rather than cover it up.
18. Often the only way to remove the smell of pet urine from flooring is to rip up and replace the carpeting, padding and any underlay. If the smell of urine is preventing the sale of your home, do not hesitate to make this investment.
19. If smoking and cooking odors have permeated your home, clean and air out carpets and furniture, and dry-clean your drapes.
20. Mildew odors are another put-off. Don't allow wet towels to accumulate in hampers or dirty clothes to pile up in closets.
21. Odors also collect in your air conditioning filters. Clean the vent covers and change filters at least once a month. Dirty vents circulate both dust and unpleasant odors, detracting from the presentation of your home.
22. Once offensive odors are removed, consider adding delightful scents. Recent studies have shown that humans have strong, positive responses to certain smells. Cinnamon, fresh flowers or fresh-baked bread are all excellent ways to enhance your property.

STAGING

This part of preparing your home for sale is the most fun, and involves the use of color, lighting and accessories to emphasize the best features of your home.

23. Study magazine ads or furniture showrooms to see how small details can make rooms more attractive and appealing. The effect of a vase of flowers or an open book on the coffee table, a basket of birch logs by the fireplace, etc., can make the difference in a room. Be careful not to create distracting clutter.
24. The use of a brightly colored pillow on a wing chair, or a throw blanket on a couch, can add dimension to a sterile room.
25. Soften potentially unsightly views but always let light into your rooms. Replace heavy curtains with sheer white panels. Never apologize for things you cannot change. The buyer will either decide to accept or reject the property regardless of the words you say. Just present the home in the best way possible and with complete honesty!
26. Go through your photo albums and select pictures of your house and yard during all four seasons. If hung at eye level in a well-lighted area, the pictures will speak for themselves and give you yet another selling edge.
27. Take advantage of natural light as much as possible by cleaning windows, opening shades and drapes, etc. Add lamps and lighting where necessary. Be sure that all fixtures are clean and have functioning bulbs. Where appropriate, increase the wattage of the bulbs to optimize light sources.

OTHER AREAS OF FOCUS

EXTERIOR

Check your home for any needed maintenance just as a buyer would. Repaint and touch up as necessary. You can't make a better investment than updating the exterior when you are selling your house. Don't let the outside turn buyers off before the inside turns them on.

28. Color has the power to attract. A tub of geraniums, a pot of petunias or a basket of begonias on the front steps is a welcoming touch.
29. If you have a porch or front deck, set the stage with pots of flowers, and attractively arrange outdoor furniture.
30. If you are selling during the fall or winter, consider placing a wreath of dried flowers or an attractive milk can on the porch.
31. Ensure all doors and windows are in good working order. Give special attention to your home's exterior doors and front entry. Clean and paint doors, if necessary. Remember that you have only one chance to make a good first impression.
32. Wash all windows and replace any broken or cracked windowpanes.
33. Screens should be free of any tears or holes.
34. Inspect all locks to ensure that they are functioning properly.
35. Check for loose or missing shingles. Clean out gutters and downspouts. Touch up peeling areas on gutters.
36. Invest in a new doormat that says "Welcome."

YARD

Make sure the yard is neatly mowed, raked and edged.

37. Prune and shape shrubbery and trees to complement your house.
38. Consider adding seasonal flowers along the walks or in the planting areas. Place plants into a well-placed wheelbarrow, an old-fashioned washtub or another novelty you can think of. Such standbys as nasturtiums, petunias, impatiens and verbena are easy to maintain if you water them regularly. Try a row of sweet smelling alyssum to line a short sidewalk, or pop in some perky dwarf marigolds to form a cheerful oasis of color in your yard.
39. Add an inch or two of bark mulch around your shrubs and trees.
40. If you have the room, set up a badminton or volleyball net suggesting a scene of family fun!
41. It is important to devote at least one area of your yard to outdoor living. Buyers will still respond positively to a scene set with picnic table and chairs. Cover your picnic table with a fringed, red- and white- checkered cloth, set out plastic plates and glasses and bring out the barbecuing equipment. Buyers will almost smell the hot dogs cooking!

DRIVEWAY

The surface of your driveway should be beyond reproach. After all, it is one of the first things buyers see when they drive up.

42. Sweep and wash the driveway and walks to remove debris, dirt and stains. Repair and patch any cracks, edge the sides and pull up any weeds.
43. The driveway is no place for children's toys. Not only are such things dangerous, but the clutter is also unsightly.

ROOM BY ROOM

FRONT ENTRY

Whether it's a spacious center-hall or a small entry just large enough for a coat rack and tiny table, this part of your home deserves your particular attention.

44. Study the space and ask what kind of impression it makes. Dried flowers or a small plant can make a striking focal point on a hall table any time of the year. Virtually any entry hall will benefit from a well-placed mirror to enlarge the area.
45. Prospective buyers will carefully inspect your flooring, so make sure the surface is spotless. Add a small rug to protect the area during showings.
46. Your entry hall closet is the first thing people look at - make it appear roomy. Add a few extra hangers. Hang a bag of cedar chips or a pomander ball to give it a pleasant, fresh scent. Remove all off-season clothing.

LIVING AREAS

Approach these areas as if they were furniture showrooms. Your job is to make each room generate a positive response. Add touches that make a room look truly inviting.

47. Sweep and clean the fireplace. Place a few logs on the grate to create an attractive appearance. You are welcome to have a fire going for showings during the winter months - it creates a great atmosphere.
48. Place colorful items on the mantel, but don't make it look like a country craft store.
49. Improve the traffic flow by removing excess furniture. Create easy traffic flow patterns. Be sure that all doors open fully and easily.
50. Remove oversized television sets if they dominate the room. If necessary, substitute with a smaller one until you move.
51. Draw attention to exposed beams or a cathedral ceiling with special lighting. Be sure to remove any cobwebs and dust.
52. In the heat of the summer, place a bowl of lemons or limes on the counter to provide a fresh, pleasant aroma.
53. Clean and organize all storage space. If cabinets, drawers and closets are crowded and overflowing, buyers assume there is inadequate storage space. Donate items you don't use, store seldom-used items elsewhere and reorganize the shelves. Neat, organized shelves and drawers look larger and more adequate.

54. Large, cheerful kitchen windows are an advantage and should be highlighted as a special feature of your home. Take a critical look at the window treatment – is it clean, sharp and up-to-date? Do the curtains need washing or the blinds need cleaning? Would the window area look better without any treatment?
55. Set the table for an informal meal with bright placemats and a generous bowl of fruit as a centerpiece.
56. Clean, mop and vacuum all floors on a regular basis.

DINING ROOM

Avoid going overboard. To be effective, any staging should reflect the character of your entire home appropriately.

57. Visually enlarge a small dining area. If your dining table has extra leaves, take one or two out. Consider placing your dining table against a wall if you cannot move around it with ease.
58. Remove any extra chairs. Consider putting oversized pieces in storage until your house is sold.
59. Enhance the scene by setting the table with an attractive arrangement. Add fresh or silk flowers as a centerpiece.

KITCHEN

Pay particular attention to your kitchen. This room continues to be the “heart of the home,” and a pleasant, working kitchen is a priority on most buyers’ list. It’s a room that always receives close scrutiny.

60. Avoid clutter! Clear counters of small appliances and maximize the appearance of workspace.
61. Check the countertop around your sink and remove any detergent, cleanser, brushes, etc. that may be cluttering the area.
62. Sinks, cabinets, appliances and countertops should be clean and fresh.
63. All appliances should be absolutely clean, bright, sparkling and shiny!
64. Clean the top of the refrigerator! If you use that space for storage, use baskets and bowls to camouflage the items kept there.
65. Set the scene with an open cookbook, a basket filled with fruit or flowers, or a ceramic mixing bowl and wire whisk.

66. Create the aromas associated with happy homes! Bake some cookies or bread, or pop a frozen apple pie in the oven. A delightful kitchen aroma can also be created with commercial potpourri – or mix up a batch from scratch on top of your stove.
67. If you have a countertop eating area, set two attractive place settings with coordinating napkins and placemats, and place cushions on the stools.

LAUNDRY ROOM

A separate laundry room is a true asset and is one of the most frequent requests among buyers. Don't hide this treasure behind closed doors. Spruce up the room and open the door proudly for inspection.

68. Add a fresh coat of paint or put up cheerful wallpaper.
69. Organize all closets and storage areas.
70. Remove all dirty laundry. Keep current with your laundry or store all dirty laundry in a closed container.
71. Clean and polish the washer and dryer. Don't forget to clean the flooring and baseboards under and around the washer and dryer.
72. Consider adding an attractive, coordinated throw rug.

STAIRWAYS

Stairways should provide an attractive transition from one level of your home to another.

73. Make sure the stairs are safe! Stair lighting should be more than adequate. Stairs must be clutter-free, stair railings tight and secure, and runners or carpeting tacked securely. Remove any items from the surface of the stairs.
74. If the stairs are a focal point of the main living areas, carefully choose accents to improve the visual appeal. If you have a wide, gracious staircase, emphasize this feature by hanging a few pictures along the wall. Draw attention to a handsome lighting fixture by polishing the brass and dusting each small light bulb or crystal prism. Any stair landing should also have an attractive focal point, be it a fern on a plant stand, a dramatic poster, a chiming clock, or a special chair on a large stair landing. If the staircase is narrow, fool the eye by minimizing clutter.

BEDROOMS

Imagine for a moment that you operate a Bed and Breakfast. How would you change your home's bedrooms to appeal to a paying lodger? Naturally you'd make the beds with your nicest sheets and comforters. Maybe you'd add a vase of flowers on the dressing table or a cozy armchair in the corner. Every bedroom in your home should invite prospective buyers to settle right in!

75. Large master bedrooms are particularly popular among today's homebuyers. Make your bedroom appear larger by painting the room a light color and removing any bureaus that crowd the room. You want to minimize clutter and maximize spaciousness. Aim for a restful, subdued look.
76. A private bathroom off of the master bedroom is a real plus! Decorate to coordinate with the color scheme of your bedroom, creating the "suite" effect.
77. Virtually all buyers are looking for a house with plenty of closet space. Make your closets appear generous and well-planned. Remove and store all out-of-season clothing. Remove any items from the floor area - this will make a closet seem more spacious.
78. Make sure all articles in the closet smell fresh and clean. When prospective buyers open your closet door, they should be greeted with a whiff of fresh smelling air.
79. Make sure all closet lights have adequate wattage and are working. Add battery-powered lights to closets that lack built-in lighting. Lighted closets look bigger, are more attractive and allow buyers to inspect the interiors easily.
80. Take the time to explain the importance of marketing to your children. Encourage them to participate in preparing your home for showing - particularly the principle of appealing to the widest possible market segment. Ask your children to cooperate by making their beds and picking up their rooms prior to showings. Consider promising a special reward if they willingly participate in your house-selling goals.
81. Have children pack any items that are not currently in use and dispose of unused possessions.
82. Remove any crowded, unusual or personal wall hangings such as posters, and store them until your home is sold.

BATHROOMS

Wise sellers pay special attention to preparing their bathrooms, which will be scrutinized by strangers. Bathroom are rooms, after all, and very personal ones. Prospects will inspect yours carefully, so be sure they are immaculate.

83. Cleanliness is the key! Make sure that all surfaces are spotless.
84. Replace worn or dirty shower curtains, clean and repair caulking, and remove non-skid bath surface decals that are in poor condition.
85. Clear off countertops and store all personal care products out of sight.
86. Repair any faucets that leak or do not function properly. Clean off mineral deposits with vinegar or commercial products.
87. Clean and organize all cabinets and drawers. Don't forget the medicine cabinet; dispose of old prescriptions and polish the shelves. The same goes for storage cabinets under sinks.
88. Remember to appeal to a wide range of buyers. Play down dominant colors with contrasting neutral-colored towels and accessories. If your bathroom is mostly white or neutral, add a few cheerful accents of color, such as towels in popular new shades. Don't hesitate to buy a few new towels and a rug. After all, you will be taking these things with you to your new home.
89. Scrub and wax an old floor. Cover the largest area you can with a freshly washed rug.
90. Decorate and personalize to create a pleasing, individual look. Consider bringing out your best towels and perfumed guest soaps. Add a plant for color and freshness.
91. A gentle hint of fragrance in the air is fine - but keep it subtle.

GARAGE

92. Sweep and wash the floor to remove dirt and stains. Organize tools, lawn and garden equipment, bicycles, etc. A clean, organized garage appears larger.
93. If the area is dark, add more light. If it is small and accommodates only one car, remove your car before buyers visit. An empty garage always looks larger. If you have a two-car garage with very little extra room, remove one of your cars so that buyers can make their inspection in comfort.
94. If your garage is appropriate to use as a recreation area, set up a Ping-Pong table (with balls and paddles as props), hang some bright posters and put down an area rug to transform the place into a teen retreat. Your setting does not need to be complete and shouldn't be expensive - it's only meant to suggest further possibilities to buyers.
95. Clear off and organize the workbench and draw attention to it as a sales feature. Make sure the lighting is excellent, and stage the area as a comfortable place in which to work. Add a throw rug as cushioning against the cement flooring.

ATTIC

Whether it's a high-ceiling room or a crawlspace under the eaves, your attic will be examined and should not detract from the well-kept appearance of your home.

96. If your attic is accessed by a steep flight of stairs, be sure they are well lit and clear of objects. If your attic is reached by a folding set of stairs that you pull from the ceiling, be sure to oil the mechanism and provide adequate lighting.
97. Spruce up your attic space: Hide the mousetraps, install bright lights and arrange stored items in a pleasing way. If your attic has windows, clean off the grime and let in as much light as possible.
98. Remove anything that you do not plan to move to your new home. Place any stored material neatly in boxes and trunks, positioned away from any walls.
99. Make sure your major systems, such as heating/air conditioning units and electrical service, are operating properly. If appropriate, vacuum out these units and install a clean filter.
100. As a final touch, take a damp cloth and wipe off any dust and grime from the surface of your water heater and heating/air-conditioning unit. Apply a coat of wax when you are finished.

When you accomplish the items on this list that apply, you have prepared your home to be sold!

Yes, it is difficult sometimes and it might even mean you have to get up a little earlier in order to take care of these important items, but you never know when the right people are going to look at your home. This way, you will always be ready for them!

Please try to accommodate all showings. Buyers tend to look at multiple properties during each outing and may find another before you are able to reschedule.

If your electric bill does not go up while your house is on the market- you are doing something wrong! While on the market, your house will have the lights left on in case of a showing and a comfortable temperature should be maintained.

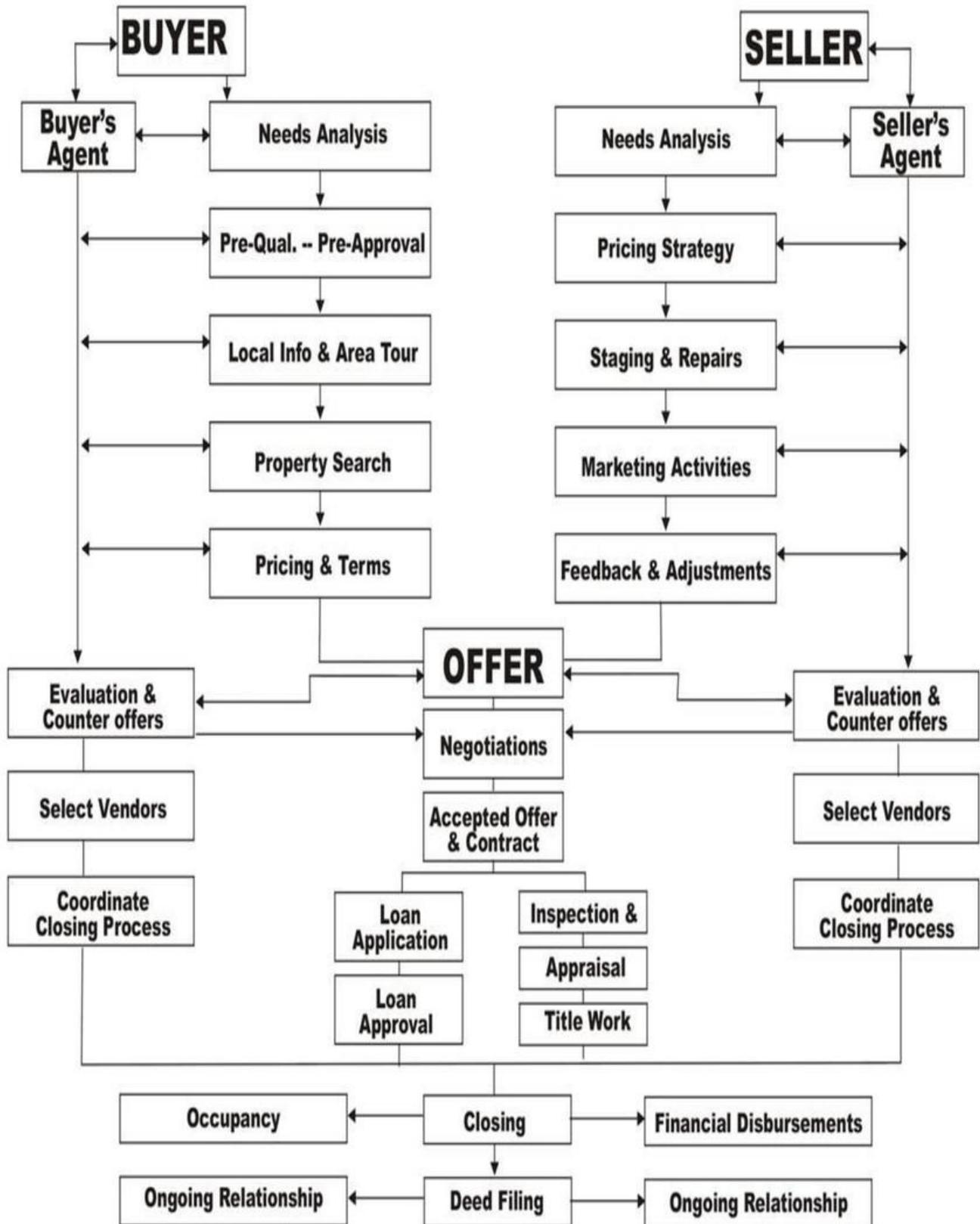
Keep pets out of the way during showings-preferably out of the house. Many people are uncomfortable around animals and may even be allergic to them.

During a showing, leave the premises. Take a short break while your home is being shown. Buyers are intimidated when sellers are present and tend to hurry through the house. Let the buyers be at ease, and let the agents do their jobs.

Agents should leave the home exactly as it was when they arrived. They do not know if you have another showing after they leave. So, if you would like certain lights turned off or blinds closed, please leave a note at your home.

If you need the name of a painter, house cleaner, handyman, roofer, electrician, etc... just give us a call. We would be glad to refer you to vendors we have worked with and from whom we have received excellent service.

Transaction Page



EVERY OWNER MUST FILL THIS FORM OUT

Seller's Property Disclosure – Residential

Notice to Licensee and seller: Only the **Seller** should fill out this form.

Notice to Seller: Florida law¹ requires a **Seller** of a home to disclose to the **Buyer** all known facts that materially affect the value of the property being sold and that are not readily observable or known by the **Buyer**. This disclosure form is designed to help you comply with the law. However, this disclosure form may not address every significant issue that is unique to the Property. You should think about what you would want to know if you were buying the Property today; and if you need more space for additional information, comments, or explanations, check the Paragraph 12 checkbox and attach an addendum.

Notice to Buyer: The following representations are made by **Seller** and **not** by any real estate licensee. This disclosure is not a guaranty or warranty of any kind. It is not a substitute for any inspections, warranties, or professional advice you may wish to obtain. It is not a substitute for your own personal judgment and common sense. The following information is based only upon **Seller's** actual knowledge of the Property's condition. **Sellers** can disclose only what they actually know. **Seller** may not know about all material or significant items. You should have an independent, professional home inspection to verify the condition of the Property and determine the cost of repairs, if any. This disclosure is not a contract and is not intended to be a part of any contract for sale and purchase.

Seller makes the following disclosure regarding the property described as: _____
_____ (the "Property")

The Property is owner occupied tenant occupied unoccupied (If unoccupied, how long has it been since **Seller** occupied the Property? _____)

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
1. Structures; Systems; Appliances			
(a) Are the structures including ceilings; walls; doors; windows; foundation; and pool, hot tub, and spa, if any, structurally sound and free of leaks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Is seawall, if any, and dockage, if any, structurally sound?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Are existing major appliances and heating, cooling, mechanical, electrical, security, and sprinkler systems, in working condition, i.e., operating in the manner in which the item was designed to operate?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) Does the Property have aluminum wiring other than the primary service line?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Are any of the appliances leased? If yes, which ones: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) If any answer to questions 1(a) - 1(c) is no, please explain: _____ _____			
2. Termites; Other Wood-Destroying Organisms; Pests			
(a) Are termites; other wood-destroying organisms, including fungi; or pests present on the Property or has the Property had any structural damage by them?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Has the Property been treated for termites; other wood-destroying organisms, including fungi; or pests?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) If any answer to questions 2(a) - 2(b) is yes, please explain: _____ _____			
3. Water Intrusion; Drainage; Flooding			
(a) Has past or present water intrusion affected the Property?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Have past or present drainage or flooding problems affected the Property?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Is any of the Property located in a special flood hazard area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) Is any of the Property located seaward of the coastal construction control line?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Does your lender require flood insurance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) Do you have an elevation certificate? If yes, please attach a copy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(g) If any answer to questions 3(a) - 3(d) is yes, please explain: _____ _____			

¹ Johnson v. Davis, 480 So.2d 625 (Fla. 1985).

Buyer (_____) (_____) and **Seller** (_____) (_____) acknowledge receipt of a copy of this page, which is Page 1 of 5.

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
4. Plumbing			
(a) What is your drinking water source? <input type="checkbox"/> public <input type="checkbox"/> private <input type="checkbox"/> well <input type="checkbox"/> other			
(b) Have you ever had a problem with the quality, supply, or flow of potable water?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Do you have a water treatment system? If yes, is it <input type="checkbox"/> owned <input type="checkbox"/> leased?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) Do you have a <input type="checkbox"/> sewer or <input type="checkbox"/> septic system? If septic system, describe the location of each system: _____			
(e) Are any septic tanks, drain fields, or wells that are not currently being used located on the Property?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) Have there been any plumbing leaks since you have owned the Property?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(g) Are any polybutylene pipes on the Property?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(h) If any answer to questions 4(b), 4(c), and 4(e) - 4(g) is yes, please explain: _____			
5. Roof and Roof-Related Items			
(a) To your knowledge, is the roof structurally sound and free of leaks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) The age of the roof is _____ years OR date installed _____			
(c) Has the roof ever leaked during your ownership?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) To your knowledge, has there been any repair, restoration, replacement (indicate full or partial) or other work undertaken on the roof? If yes, please explain: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Are you aware of any defects to the roof, fascia, soffits, flashings or any other component of the roof system? If yes, please explain: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Pools; Hot Tubs; Spas			
Note: Florida law requires swimming pools, hot tubs, and spas that received a certificate of completion on or after October 1, 2000, to have at least one safety feature as specified by Section 515.27, Florida Statutes.			
(a) If the Property has a swimming pool, hot tub, or spa that received a certificate of completion on or after October 1, 2000, indicate the existing safety feature(s): <input type="checkbox"/> enclosure that meets the pool barrier requirements <input type="checkbox"/> approved safety pool cover <input type="checkbox"/> required door and window exit alarms <input type="checkbox"/> required door locks <input type="checkbox"/> none			
(b) Has an in-ground pool on the Property been demolished and/or filled?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Sinkholes			
Note: When an insurance claim for sinkhole damage has been made by the Seller and paid by the insurer, Section 627.7073(2)(c), Florida Statutes, requires the Seller to disclose to the Buyer that a claim was paid and whether or not the full amount paid was used to repair the sinkhole damage.			
(a) Does past or present settling, soil movement, or sinkhole(s) affect the Property or adjacent properties?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Has any insurance claim for sinkhole damage been made? If yes, was the claim paid? <input type="checkbox"/> yes <input type="checkbox"/> no If the claim was paid, were all the proceeds used to repair the damage? <input type="checkbox"/> yes <input type="checkbox"/> no	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) If any answer to questions 7(a) - 7(b) is yes, please explain: _____			

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
8. Homeowners' Association Restrictions; Boundaries; Access Roads			
(a) Is membership in a homeowner's association mandatory or do any covenants, conditions or restrictions (CCRs) affect the Property? (CCRs include deed restrictions, restrictive covenants and declaration of covenants.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Notice to Buyer: If yes, you should read the association's official records and/or the CCRs before making an offer to purchase. These documents contain information on significant matters, such as recurring dues or fees; special assessments; capital contributions, penalties; and architectural, building, landscaping, leasing, parking, pet, resale, vehicle and other types of restrictions.			
(b) Are there any proposed changes to any of the restrictions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Are any driveways, walls, fences, or other features shared with adjoining landowners?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) Are there any encroachments on the Property or any encroachments by the Property's improvements on other lands?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Are there boundary line disputes or easements affecting the Property?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) Are you aware of any existing, pending or proposed legal or administrative action affecting homeowner's association common areas (such as clubhouse, pools, tennis courts or other areas)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(g) Have any subsurface rights, as defined by Section 689.29(3)(b), Florida Statutes, been severed from the Property?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If yes, is there a right of entry? <input type="checkbox"/> yes <input type="checkbox"/> no			
(h) Are access roads <input type="checkbox"/> private <input type="checkbox"/> public? If private, describe the terms and conditions of the maintenance agreement: _____			

(i) If any answer to questions 8(a) - 8(g) is yes, please explain: _____			

9. Environmental			
(a) Was the Property built before 1978?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If yes, please see Lead-Based Paint Disclosure.			
(b) Does anything exist on the Property that may be considered an environmental hazard, including but not limited to, lead-based paint; asbestos; mold; urea formaldehyde; radon gas; methamphetamine contamination; defective drywall; fuel, propane, or chemical storage tanks (active or abandoned); or contaminated soil or water?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Has there been any damage, clean up, or repair to the Property due to any of the substances or materials listed in subsection (b) above?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) Are any mangroves, archeological sites, or other environmentally sensitive areas located on the Property?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) If any answer to questions 9(b) - 9(d) is yes, please explain: _____			

10. Governmental, Claims and Litigation			
(a) Are there any existing, pending or proposed legal or administrative claims affecting the Property?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Are you aware of any existing or proposed municipal or county special assessments affecting the Property?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Are you aware of the Property ever having been, or is it currently, subject to litigation or claim, including but not limited to, defective building products, construction defects and/or title problems?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) Have you ever had any claims filed against your homeowner's Insurance policy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Are there any zoning violations or nonconforming uses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Buyer (____) (____) and Seller (____) (____) acknowledge receipt of a copy of this page, which is Page 3 of 5.

CHECKLIST FOR MOVING

SEND CHANGE OF ADDRESS NOTICES

Utilities:

- Electric
- Gas
- Water
- Telephone
- Fuel
- Garbage

Professional Services:

- Doctor
- Dentist
- Accountant
- Lawyer
- Broker

Established Business Accounts:

- Dry cleaners
- Drug store
- Diaper service
- Laundry service
- Water softener service
- Credit card companies

Publications (several weeks notice):

- Magazines
- Newspapers

Insurance:

- Life
- Auto
- Home
- Health
- Fire

Government/Public Offices:

- State motor vehicle bureau
- Social Security Administration
- Post office

Miscellaneous:

- Cable/Satellite TV provider
- Relatives
- Friends
- Book/Music clubs
- Organizations/Clubs
- School
- Church
- Landlord (if you are a tenant)
- Tenant (if you are a landlord)



CHECKLIST FOR MOVING

BEFORE THE MOVE

- Empty freezer; plan use of food
- Defrost freezer
- Clean out refrigerator
- Remember arrangements for TV and antennae
- Clean rugs
- Clean clothing
- Order a final reading of:
 - Gas
 - Electric
 - Water
 - Heating fuel
- Discontinue or transfer service on:
 - Route deliveries
 - Newspaper
- Clean the home thoroughly
- Remove items from safety deposit box
- Transfer telephone service
- Lawn maintenance
- Arrange for child care, if necessary
- Plan for transporting pets

ON MOVING DAY

- Carry currency, jewelry and important documents with you
- Bring small tool kit
- Double check all closets, drawers and shelves

FOR OUT-OF-TOWN MOVES

Let a close friend or relative know your route and schedule. Transfer insurance on household goods and personal possessions to ensure coverage en route. If your car or other possessions are not paid for, notify creditors and obtain permission to take property out of state. Have your appliances serviced for the trip. Gather professional recommendations for services in the new location. Return all borrowed books. Notify the school about the intended move. Gather records or have transcripts forwarded. Obtain the following:

- Medical records
- Medical prescriptions
- Inoculation records
- Eyeglass prescriptions
- Dental records
- Birth/baptism records



Marketing Strategy

Your home sold fast & for Top Dollar – Works every time!



*LaChance is Real Estate
Call, Text, Email Anytime!*

MICHAEL LACHANCE

REALTOR®

Ph: 754.423.2905

Email:

Michaelnlachance@aol.com





Marketing Strategy To Get Your Home Sold!...

1. We pay for Targeted Paid Facebook Ads to Tri-County area for all homebuyers currently searching for a Home.
2. We pay for a Professional photographer to come out and take High Definition Photos of your property from all angles.
3. Provide a "Fire Me" Guarantee
4. Promote in over 200 Face book groups to over 1 million people in the tri - county area, United States, & out of country locations.
5. Place on local MLS.
6. REMAX is #1 in the world for real estate sales and has more locations in more countries than any other brand in the world!
7. Place over 150 Open House signs within a mile radius along with have the Open House Balloon in the front yard on Display for all open houses. Unless association or City code restricts this option
8. Place a yard for sale sign in front yard.
9. Send an email blast to local networking realtors.
10. Feature your home on LaChanceknowshomes.com as a Premier Listing
11. Place property on Major Social Media Outlets.
12. Advertise with a virtual tour online
13. Advertise on You Tube with a virtual tour video
14. Advertise on over 200+ national and global sites including Homes.com, Trulia, Zillow, Yahoo, Realtor.com and many more!
15. Help give you tips on staging your home for sale to always show at its best.
16. Place MLS lock box on the property where I can see every Realtor that shows your home so we can get instant feedback. Pending your approval for each appointment time. We can discuss as we may not take this route and I will attend all showings.
17. Follow up and obtain feedback from Realtor showings and provide that feedback to you weekly.
18. Provide weekly showing updates and monthly market updates.
19. Send email blast to all our buyer agents that are working with hundreds of active buyers at to see if they have a fit.
20. Weekly meetings with the team to mastermind on what steps everyone is taking to get buyers in your home and get your home sold.
21. Review a current market analysis and updated market analysis reports to

- ensure we are always priced right.
22. Showcase your listing on our front office presentation window in high definition where hundreds of people on a weekly basis walk by and check out our properties on display in our premier Fort Lauderdale location.
 23. Prospect 3 hours daily to find new clients and buyers that may be interested in your home.
 24. Contact our team buyer leads, centers of influence, and past clients for potential buyers.
 25. Our team has buyer agent floor time to make sure every sign call is answered and try to schedule showings.
 26. Systems in place to ensure all buyers we are working with are qualified buyers.
 27. Internet routing lead system to ensure your property internet leads are sent immediately to one of our buyer specialists so they can answer any questions and try to schedule a showing right away.
 28. Provide the seller with copies of all the Florida Contracts and paperwork so you know what to expect and what you will be signing.
 29. Provide vendors contact information and help schedule any work needed.
 30. Prepare a Seller Net Sheet on every offer received so when presenting each offer you can make your best decision.
 31. We have a team "Transaction Coordinator" that follows up daily with Title, Lenders and the Buyer's Realtor to ensure everything is going smooth.
 32. Meet with the Transaction Coordinator daily to ensure there are no issues.
 33. Update you twice per week with escrow updates once your home is under contract
 34. Speak with the lender representing the buyer before their offer is presented to make sure the buyer is qualified and "feel out" the lender.
 35. Coordinate and schedule showings with Realtors.
 36. Coordinate access for inspections and appraisers.
 37. Ensure earnest money is deposited into escrow.
 38. Track all numbers to see where we are getting the most buyer leads from on your property so we can adjust our marketing efforts as needed.
 39. Discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing the sale on time.
 40. Improve the marketing of any under- performing marketing campaigns.
 41. Meet with our preferred lenders to see if they currently have any qualified buyers that may be interested in your home.
 42. Re-write advertisements to keep them fresh.
 43. Help you find your next home.
 44. Hold Open Houses as needed until sold!
 45. We are involved with numerous masterminds, networking groups and coaching companies and always looking for new innovative ways to market homes to get top dollar in the fastest amount of time.
 46. Ensure all contingencies in the contract are met, and communicate with you when each contingency is satisfied.
 47. Coordinate final walk through access for the buyer.

-The number 1 complaint Sellers have about their Realtor is the lack of communication. That will not be the case with our Team. You will be notified and updated throughout the process and if at any time you feel we are not doing our job you can fire us and immediately list with another real estate company. We are so confident that you will be happy with all of our services, that we do not believe in locking you into a contract.



2017 RE/MAX VS. THE INDUSTRY



Productive, high-quality agents. Over 1 million U.S. transactions. A brand people know. And an unmatched global presence. You have all sorts of reasons to choose RE/MAX.

That's the sign of a RE/MAX agent®

RE/MAX



	TRANSACTION SIDES PER AGENT LARGE BROKERAGES ONLY ¹	U.S. RESIDENTIAL TRANSACTION SIDES ²	BRAND AWARENESS (UNAIDED) ³	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RE/MAX	17.2	1 million+	27.6%	100+	7,343	111,915
RE/MAX REALTY EXECUTIVES	11.0	Not released	0.5%	11	500	8,000
RE/MAX BERKSHIRE HATHAWAY HomeServices	9.2	Not released	4.3%	1	1,240	42,747
RE/MAX COLDWELL BANKER	8.4	727,415	14.2%	49	3,000	88,400
RE/MAX CENTURY 21	8.2	420,184	19.7%	77	7,300	110,800
RE/MAX ERA REAL ESTATE	8.2	128,812	1.1%	31	2,300	37,900
RE/MAX BETTER HOMES and GARDENS REAL ESTATE	6.9	70,980	0.6%	3	300	10,900
RE/MAX KW KELLER WILLIAMS	6.8	977,603	7.3%	16	800	154,979
RE/MAX SOTHEBY'S INTERNATIONAL REALTY	6.5	111,950	2.1%	66	850	20,300

©2017 RE/MAX, LLC. Each office independently owned and operated. Data is full-year or as of year-end 2016, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Realogy Corporation on SEC 10-K, Annual Report for 2016; Keller Williams, Realty Executives and Berkshire Hathaway HomeServices data is from company websites and industry reports. ¹Transaction sides per agent calculated by RE/MAX based on 2017 REAL Trends 500 data, citing 2016 transaction sides for the 1,705 largest participating U.S. brokerages. Coldwell Banker includes NRT. Berkshire does not include HomeServices of America. ²Keller Williams reports all transaction sides and does not itemize U.S. residential transactions. ³MMR Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind? 17_166094



JOIN THE TOP TEAM

NATIONAL FRANCHISES
RANKED BY
TRANSACTION SIDES PER AGENT

RE/MAX 17.2

Realty Executives 11.0

Berkshire Hathaway HomeServices 9.2

Coldwell Banker 8.4

Century 21 8.2

ERA 8.2

Better Homes & Gardens 6.9

Keller Williams 6.8

Sotheby's 6.5

Among the country's largest real estate brokerages, RE/MAX agents average more home sales than agents at any other national real estate franchise.*

Productivity.
That's the sign
of a RE/MAX agent.

*Based on 2017 REAL Trends 500 data, citing 2016 transaction sides and sales volume for the 1,705 largest participating U.S. brokerages (ranked by transaction sides). Averages calculated using brokerages that reported agent counts. Coldwell Banker includes NRT. Berkshire Hathaway HomeServices does not include HomeServices of America.



MORE HOME SHOPPERS SHOP ON REMAX.COM

than any other national real estate
franchise website*

RE/MAX

77 MILLION

VISITS

Century 21

39 MILLION

VISITS

Keller Williams

36 MILLION

VISITS

Coldwell Banker

20 MILLION

VISITS

**Fresh look.
Custom alerts.
A better experience.**

remax.com

Data from full-year 2016

*Source: Hitwise January-December 2016 report of all U.S. real estate franchisors among websites in the "Business and Finance - Real Estate" category. ©2017 RE/MAX, LLC. Each RE/MAX® office is independently owned and operated. 17_199802



Mike Lachance
Office: 754-423-2905
Each Office Independently Owned and Operated.

RE/MAX®



WE'RE ON A WINNING STREAK.

For the fifth year in a row, RE/MAX has been listed as the highest-ranking real estate franchise in the annual Franchise[®] 500[®] ranking by Entrepreneur magazine.

(And over the last 18 years, we've captured the top spot 14 times.)

REAL ESTATE RANKINGS

OVERALL RANKINGS

1 RE/MAX	10 Out of 500
2 HomeVestors	52 Out of 500
3 Keller Williams	77 Out of 500
4 Weichert	105 Out of 500
5 Realty One Group	168 Out of 500

*Source: 2017 Entrepreneur Franchise 500, based on statistics data from July 2014 through July 2016 provided by companies supplying a full Franchise Disclosure Document. The 2017 "Franchise 500" appears in the January issue of Entrepreneur magazine with rankings based on size and growth, costs and fees, support, brand strength, and financial strength and stability.

Marketing Strategy

Your home sold fast & for Top Dollar – Works every time!



LaChance is Real Estate
Call, Text, Email Anytime!

MICHAEL LACHANCE

REALTOR®

Ph: 754.423.2905

Email:

Michaelnlachance@aol.com

