



ALLISON JAMES

ESTATES & HOMES

Sellers Closing Escrow Plan



Seller Closing Plan

Activity	Description	Day	From
To-do	Purchase contract signed by seller & copy to seller	0	After acceptance
To-do	Counter offer submitted to buyers agent	0	After acceptance
To-do	Open escrow - email fully executed contract to TC/VA, Escrow, lender	0	After acceptance
To-do	Counter prepared, signed by seller & copy provided to seller	0	After acceptance
To-do	Obtain pre-qual letter from lender with offer	0	After acceptance
To-do	Copy of Purchase contract signed by seller & copy to seller	0	After acceptance
To-do	Counter received back, signed by buyer	0	After acceptance
To-do	Received Agency Disclosure from Buyers agent	0	After acceptance
To-do	Copy of deposit check received with contract from buyers agent	0	After acceptance
To-do	Make sure contracts are fully executed	0	After acceptance
To-do	Save Fully executed Contract in Dropbox	0	After acceptance
Email	Seller Escrow Open - Congratulations	0	After acceptance
Email	Turbulence	1	After acceptance
To-do	Update your website and property website	1	After acceptance
To-do	Marked listing as 'pending' in the multiple listings service	1	After acceptance
To-do	Start Transaction file	1	After acceptance
To-do	Enter Transaction in CRM	1	After acceptance
To-do	Order Termite Inspection & inform Buyers agent	2	After acceptance
To-do	Proofread preliminary escrow instructions & email approval to escrow	2	After acceptance
To-do	Call Buyers agent to verify home inspection time, notify seller	2	After acceptance
To-do	Confirm that lender ordered appraisal	3	After acceptance

Seller Closing Plan

Congrats on Escrow - Email Example

Dear [Name of Client],

CONGRATULATIONS! YOU'RE IN ESCROW!!

Thank you for allowing us to be a part of this exciting event!

In continuing to provide you with the best service and quality control possible, We have established a team to assist you throughout the escrow period. [Name] is our transaction coordinator (or Virtual Assistant) and she/he will be sending you docs soon.

Escrow will now be opened at the agreed upon Escrow Company who will process the necessary paperwork throughout the length of escrow. Once escrow has received the fully executed docs we will receive wire instructions for you to wire the deposit to escrow, or you may send a check directly to escrow. You will be receiving the initial set of escrow documents within the next week and if you are in need of any help or clarification we will be happy to answer any questions. In the first week to ten days of escrow there will be inspections ordered such as: termite inspection, appraisal, and physical inspection. We will keep you informed as the inspection dates are made.

Since no escrow is closed until it is closed, please be aware that there are some potential challenging problems that may arise between contract acceptance and escrow closing. We have the experience to understand these potential pitfalls and will make every effort to remedy any problems.

Once again, we are pleased to be of service to you in your real estate transaction and appreciate the confidence you have in our ability to achieve your goals.

Sincerely,

[enter your name/team]

Copy & Paste to Your CRM

Olivia Reid

EXAMPLE EMAIL: COPY & PASTE TO CRM OR
EDIT FOR YOUR OWN USE

Subject: Congratulations on your new escrow!

Dear Michael & Judy

CONGRATULATIONS! YOU'RE IN ESCROW!!

Thank you for allowing us to be a part of this exciting event!

In continuing to provide you with the best service and quality control possible, We have established a team to assist you throughout the escrow period. Rennie Kruse is our transaction coordinator and she will be sending you docs soon.

Escrow will now be opened at the agreed upon Escrow Company who will process the necessary paperwork throughout the length of escrow. Once escrow has received the fully executed docs we will receive wire instructions for you to wire the deposit to escrow, or you may send a check directly to escrow. You will be receiving the initial set of escrow documents within the next week and if you are in need of any help or clarification we will be happy to answer any questions. In the first week to ten days of escrow there will be inspections ordered such as: termite inspection, appraisal, and physical inspection. We will keep you informed as the inspection dates are made.

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Sincerely,

"Town Square Realty Group"

Deanna Faraone, Broker Associate, Listing Specialist

Tim O'Bryan, Buyers Specialist

Cherelle Herrera, Buyers Specialist

Olivia Reid, Team Administrator

Seller Closing Plan

55 Types of Turbulence! - Email Example

Dear [Name of Client(s)]

Purchasing or selling your home is like taking an airline flight cross country. When you start on your trip, you have no idea how the trip will go. Neither does the pilot! You could run into 55 different types of turbulence, or you could have a smooth flight and land on time. Certainly, the pilot will try to use his or her experiences to navigate around storms and go for the smoothest flight plan, but if they're honest, they can't promise a turbulence-free trip. Their job is simply to get you to your destination in the least time and with the least aggravation while keeping you informed throughout the trip.

Attached is a somewhat humorous list of the 55 different types of turbulence we might run into. This list is not all encompassing, but it catches most of the common issues. While some items are "picky" to some, they are very real and fearful to others.

Please take a moment to review the list.

As your Real Estate Consultants, we see ourselves as the pilot of your plane. Our job is to assist you in getting your home transaction through the escrow process with the least amount of aggravation. We can't promise you there won't be any turbulence, but we can promise that we WILL utilize our experience and expertise to take you on the smoothest flight that we can. And if we do hit turbulence, we won't bail out on you. We will be your teammates throughout the flight till we get you safely to your destination.

As always, should you have any questions or concerns, please don't hesitate to call.

Sincerely

[Your name/team]

Copy & Paste to Your CRM

Olivia Reid

EXAMPLE EMAIL: COPY & PASTE TO CRM OR
EDIT FOR YOUR OWN USE

Subject: 55 Types of Turbulence!

Dear Michael & Judy

Purchasing or selling your home is like taking an airline flight cross country. When you start on your trip, you have no idea how the trip will go. Neither does the pilot! You could run into 55 different types of turbulence, or you could have a smooth flight and land on time. Certainly, the pilot will try to use his or her experiences to navigate around storms and go for the smoothest flight plan, but if they're honest, they can't promise a turbulence-free trip. Their job is simply to get you to your destination in the least time and with the least aggravation while keeping you informed throughout the trip.

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As always, should you have any questions or concerns, please don't hesitate to call.

"Town Square Realty Group"

Deanna Faraone, Broker Associate, Listing Specialist

Tim O' Bryan, Buyers Specialist

Cherrelle Herrera, Buyers Specialist

Olivia Reid, Team Administrator

PS. We rely on your recommendations and endorsements to friends and family members who are like you, and who would enjoy receiving the level of service we are providing you!

EXAPMLE: Turbulence Email Attachment

The 55 Types of Turbulence We Could Run Into!

The Lender:

1. Lender does not properly pre-qualify the borrower.
2. Lender decides last minute they don't like the borrower.
3. Lender decides they don't like the property.
4. Lender wants property repaired prior to closing.
5. The market raises rates, points or costs.
6. Borrower does not qualify because of a late addition of information.
7. Lender requires at last minute, a second appraisal.
8. The borrower does not like the fine print in the loan documents that are received 3 days before the scheduled closing.
9. Lender loses a form or misplaces the entire file.
10. The lender does not simultaneously ask for all needed information from the buyer, they ask for information in bits and pieces.
11. Lender pulls a "bait & switch" on the buyer.
12. Lender does not have the money, so makes up some excuse for rejecting the buyer or delaying the transaction.

The Buyer:

13. Did not tell the truth on the loan application.
14. Did not tell the truth to their agent.
15. Submits incorrect tax returns to their agent.
16. Lacks motivation.
17. Sources of down payment changes.
18. Family members or friends do not like the house buyer chose.
19. Is too picky regarding condition of house.
20. Finds another property that is a better deal.
21. They are "nibblers" (always negotiating) and angers seller/lender/agent.
22. The buyers bring an attorney into the picture.
23. They do not execute the paperwork in a timely manner.
24. They do not bring their money to escrow via a cashiers check.
25. Job change, illness, divorce, or other financial setback.
26. Comes up short on money they stated they always had.



EXAPMLE: Turbulence Email Attachment



The Escrow/Title Company:

27. Fails to notify agents of unsigned or unreturned documents so that the agents can cure the problems.
28. Fails to obtain information from beneficiaries, lien holders, title companies, insurance companies or lenders in a timely manner.
29. Lets principals leave town without getting all necessary signatures.
30. Incorrect at interpreting or assuming aspects of the transaction and the passing these items on to all parties such as lenders, buyers, and sellers.
31. Loses paperwork.
32. Incorrectly prepares paperwork.
33. Does not pass on valuable information fast enough.
34. Does not coordinate well so that many items can be done simultaneously.
35. Does not find liens or any title problems until last minute.

The Seller:

36. Loses motivation (i.e., job transfer did not go through etc.)
37. Illness, divorce, etc.
38. Has hidden or unknown defects that are subsequently discovered.
39. Home inspection reveals average amount of small defects that the seller is unwilling to repair.
40. Removes property from the premises that the buyer believed was included.
41. Is unable to clear up problems or liens.
42. Last minute solvable liens are discovered.
43. Seller did not own 100% of the property as previously disclosed.
44. Seller thought getting partner's signatures were "no problem" but they were!
45. Seller leaves town without giving anyone Power of Attorney.
46. The notary didn't make a clear stamp when notarizing the seller's signature.
47. Seller delays the projected move-out date.

EXAPMLE: Turbulence Email Attachment

The Appraiser:

- 48. The appraiser is not local and misunderstands the market.
- 49. No comparable sales available.
- 50. Appraiser delays (too busy, etc.)
- 51. Makes important mistakes on appraisal or brings in value too low.

The Inspection/Termite Company:

- 52. Too picky with conditions and "scares" the buyer.
- 53. Infuriates seller.
- 54. Makes mistakes.
- 55. Delays report.



Seller Closing Plan

Activity	Description		From
To-do	Verify that Escrow has received deposit	3	After acceptance date
To-do	Send TC/VA AVI- agents visual inspection	4	After acceptance date
To-do	DocuSign all seller disc. -TC/VA will send	6	After acceptance date
To-do	Confirmed that appraisal completed at the property	7	After acceptance date
To-do	Put 25 more flyers in flyer box	7	After acceptance date
To-do	Day 7- all disclosures sent to Buyer's agent	7	After acceptance date
To-do	Preliminary Title report reviewed	7	After acceptance date
To-do	Escrow Instructions received	10	After acceptance date
To-do	Confirmed that appraisal was received.	10	After acceptance date
To-do	Received Inspection Report or waiver	10	After acceptance date
To-do	Loan submitted	10	After acceptance date
To-do	Inform Seller of Buyers request for repairs & sent response	12	After acceptance date
To-do	Responded to request for repairs	12	After acceptance date
To-do	Confirmed escrow instructions signed buyers & sellers	14	After acceptance date
To-do	Order Home Warranty policy	14	After acceptance date
To-do	Order Termite work to be done	15	After acceptance date
To-do	Remind Buyers agent of 2 days until CR deadline	15	After acceptance date
To-do	Received Termite report /results of termite inspection	15	After acceptance date
To-do	Email Termite report to Buyers agent, TC/VA and escrow	15	After acceptance date
To-do	Send Handwritten note	16	After acceptance date
To-do	Received Home Warranty from TC/VA & saved in your files	16	After acceptance date

Seller Closing Plan

Activity	Description	Day	From
To-do	Received inspection/appraisal CR signed by buyer	17	After acceptance date
To-do	Receive statewide buyer/seller advisory signed by buyer/agent	17	After acceptance date
To-do	Loan approved.	17	After acceptance date
To-do	Received Contingency Removal form signed by buyer	18	After acceptance date
To-do	Verified Termite repairs are being made.	18	After acceptance date
To-do	Loan CR due in 1 day	20	After acceptance date
To-do	Put 25 more flyers in flyer box	21	After acceptance date
To-do	Loan CR received from buyer	21	After acceptance date
To-do	Verify that repairs are finished by seller	25	After acceptance date
Call	DeeSigns to take down Post/Signs	30	After acceptance date
To-do	Received copy of closing statement	2	After acceptance date
To-do	Arrange pick-up of keys with buyer's agent	3	Before closing date
To-do	Received copy of walk-through inspection from buyer's agent	4	Before closing date
To-do	Make sure TC/VA sent Signed commission instructions to escrow	4	Before closing date
To-do	Buy closing gift	4	Before closing date
To-do	Verified loan docs were signed.	5	Before closing date
To-do	Sent out reminder about changing utilities	7	Before closing date
To-do	Call Buyers agent to set up final walk through	7	Before closing date
To-do	Termite clearance received.	7	Before closing date

Seller Closing Plan

Activity	Description	Day	From
To-do	Loan docs were ordered.	7	Before closing date
Email	Moving Guide and Utilities Transfer	10	Before closing date
To-do	Homestretch coffee letter print and mail	10	Before closing date
To-do	Write closing date on top of file in black marker	0	After closing date
To-do	Print File Closing Checklist and complete	0	After closing date
To-do	Marked listing as 'SOLD' in the MLS	1	After closing date
To-do	Removed sign from property.	1	After closing date
Email	After Sale Questionnaire Email-Seller	1	After closing date
To-do	Update sold status to your biz website and property site	1	After closing date
To-do	Removed lock box from property.	1	After closing date
To-do	Change Address and mark as past client in CRM	1	After closing date
To-do	Mark sellers as past client in CRM	1	After closing date
Email	Send Thank you email to Buyer's agent	2	After closing date
To-do	File copy of closing statement in files on computer	2	After closing date
To-do	Give completed file to pre-broker	2	After closing date
To-do	Deliver gift	3	After closing date
To-do	Sent out Just Sold postcards to neighborhood	5	After closing date
To-do	Take off buyer's name	7	After closing date
To-do	Apply Past Client Plan	7	After closing date

Seller Closing Plan

Utilities List & Change of address - Email Example

Dear [Your Client(s) name(s)]

In a few short days you will be packing up all of your worldly goods and moving into your new home. We know and understand how stressful this experience can be and sometimes it feels like you may never get all of it done. Everyone involved is always asking the same question...."Where does this go...?"

Well, hang in there; help is on the way!

You can click this link to easily to a change of address with the DMV <http://www.dmv.ca.gov/online/coa/welcome.htm> Please keep in mind that to be in accordance with the law, you have 10 days to notify the Department of Motor Vehicles of your new address.

You may have learned that there is no substitute for good planning when it involves items to do prior to your move, storage and packing and keeping handy information at hand, so we have attached our guide, MOVING GUIDE along with this easy link to change your address with the UNITED STATES POSTAL OFFICE <https://moversguide.usps.com>

Be sure to refer to the handy CHANGE OF ADDRESS CHECKLIST when its time to notify all of your personal and business contacts about your new residence, as well as the San Diego UTILITIES PHONE NUMBERS list (see attached). We recommend that you have all the appropriate utilities TRANSFERRED to your name the day before we are scheduled to CLOSE escrow. This will help you avoid any new service fees. We trust that these supportive tips, tools and resources will help to relieve the stress and struggle of moving as well as helping you to accomplish your goal of making a smooth transition to your new home!

We want you to know how much we have enjoyed working with you during this real estate journey and if you have any needs at all during this packing phase, we will be here for you!

We also would like to take a moment to remind you how important referrals are to our business. If someone you know is looking for real estate advice, we would be honored if you would give us the first chance to be of assistance.

As always, our promise to you is that we will provide anyone your refer to us with the same level of service that we have provided to you.

Best Wishes,

[Your name/team]

Example; Provide Your own Links

Olivia Reid

EXAMPLE EMAIL: COPY & PASTE TO CRM OR
EDIT FOR YOUR OWN USE

Subject: Utilities List and Change of Address Checklist and DMV link!

Dear Michael & Judy

In a few short days you will be packing up all of your worldly goods and moving into your new home. We know and understand how stressful this experience can be and sometimes it feels like you may never get all of it done. Everyone involved is always asking the same question...."Where does this go...?"

Well, hang in there; help is on the way!

You can click this link to easily to a change of address with the DMV <http://www.dmv.ca.gov/online/coa/welcome.htm> Please keep in mind that to be in accordance with the law, you have 10 days to notify the Department of Motor Vehicles of your new address.

You may have learned that there is no substitute for good planning when it involves items to do prior to your move, storage and packing and keeping handy information at hand, so we have attached our guide, MOVING GUIDE along with this easy link to change your address with the UNITED STATES POSTAL OFFICE <https://moversguide.usps.com>

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Tim O'Bryan, Buyers Specialist
Cherrelle Herrera, Buyers Specialist
Olivia Reid, Team Administrator

EXAMPLE: Utilities Email Attachment

Utilities List

For your convenience, the service companies for your neighborhood are listed below.

- **Cable & Phone**

Bonsall:

Time Warner Cable 866-863-4856

AT&T 800-288-2020

Carlsbad:

Time Warner Cable 866-863-4856

AT&T 800-288-2020

Encinitas:

COX 760-599-6060

Time Warner 866-863-4856

Fallbrook:

Time Warner 866-863-4856

Oceanside:

COX 760-599-6060

AT&T 800-288-2020

Ramona:

COX 760-599-6060

Rancho Santa Fe:

COX 760-599-6060

Time Warner Cable 866-863-4856

San Marcos:

COX 760-599-6060

Time Warner Cable 866-863-4856

Solano Beach:

COX 760-599-6060

Time Warner Cable 866-863-4856

Valley Center:

COX 760-599-6060

EXAMPLE: Utilities Email Attachment

Vista:

COX 760-599-6060

Time Warner Cable 866-863-4856

- **Gas & Electric**

Bonsall:

SDG&E 800-411-7343

Carlsbad:

SDG&E 800-411-7343

Encinitas:

SDG&E 800-411-7343

Fallbrook:

SDG&E 800-411-7343

Oceanside:

SDG&E 800-411-7343

Ramona:

SDG&E 800-411-7343

Rancho Sante Fe:

SDG&E 800-411-7343

San Marcos:

SDG&E 800-411-7343

Solano Beach:

SDG&E 800-411-7343

Valley Center:

SDG&E 800-411-7343

Vista:

SDG&E 800-411-7343

- **Trash**

Bonsall:

EDCO: 760-726-1600

EXAMPLE: Utilities Email Attachment

Fallbrook Refuse 760-728-6414

Carlsbad:

Waste Management 760-929-9400

Clean Harbors 800-444-4244

Encinitas:

EDCO 760-436-4151

Fallbrook:

EDCO 760-728-6114

Oceanside:

Waste Management 760-439-2824

Ramona:

Ramona Disp. 760-789-0516

Allied Waste: 858-728-6061

Daily Disp. 619-702-3300

Rancho Santa Fe:

EDCO 760-436-4151

San Marcos:

EDCO 760-744-2700

Solano Beach:

Waste Management 800-596-7444

EDCO 858-350-8544

Valley Center:

EDCO 760-744-2700

Vista:

EDCO 760-727-1600

- **Water**

Bonsall:

Rainbow Water District 760-728-1178

Carlsbad:

Olivenhain Municipal 760-753-6466

Vallecitos District 760-744-0460

EXAMPLE: Utilities Email Attachment

Encinitas:

Olivenhain Municipal 760-753-6466

SD Water District 760-633-2650

Fallbrook:

Fallbrook P.U. 760-728-1125

Oceanside:

Water Utilities Department 760-435-5800

Ramona:

Ramona Municipal 760-788-2241

Rancho Santa Fe:

Santa Fe Irrigation District 858-756-2424

San Marcos:

Vallecitos District 760-744-0460

Solano Beach:

SD Water District 760-633-2650

Olivenhain Municipal 760-753-6466

Valley Center:

Valley Center Water District 760-749-1600

Vista:

Vista Irrigation 760-597-3120

Rainbow District 760-728-1178

You're BIG move is almost here!

Are you ready?

Town Square Realty Group
131 South Indiana Ave Ste #2
Vista, CA 92084
760-295-7999



EXAMPLE: Utilities Email Attachment

Change of Address Checklist

Utilities & Services

- Electric
- Gas
- Water
- Garbage
- Telephone / Mobile
- Cable
- Internet
- Fuel
- Water Delivery / Water Treatment
- Pool Services
- Lawn / Garden Services
- Housecleaning Services
- Physicians / Veterinarian
- Attorney

Financial & Personal Accounts

- Banks
- Loan Institutions
- Major Credit Card Companies
- Department Store Credit Cards
- Insurance Agencies (Health, Home/life and Auto)
- Charge Accounts
- Pension Plans
- Air Miles Rewards Program

Government & Public Offices

- Post Office
- Veteran Affairs
- Income Tax / IRS
- Family Support
- Social Security
- Pension Benefits
- Unemployment Insurance
- Vehicle Registration
- Driving License

Subscriptions

- Newspapers
- Magazines
- Mail Order Houses
- Book and Music Clubs



EXAMPLE: Utilities Email Attachment

Just a note...

Moving day is a stressful time. We understand that! We hope that this pamphlet can help prepare you for your BIG DAY! We are very grateful with your confidence in us to assist you with this very important part of your life..

Thank you!



**“Your North County Seniors
Real Estate Specialists”**

Town Square Realty Group
Allison James Estate & Homes

Deanna Faraone, Listings Specialist
Broker Associate
760-505-8105

Tim O’Bryan, Buyers Specialist
Cherrelle Herrera, Buyers Specialist
Olivia Reid, Team Administrator



Your Moving
Guide



Home Sweet

*To make sure your
move runs smoothly,
We thought you’d
appreciate these
helpful moving tips.
Please remember
that we always have
your needs in mind.*

Here's your checklist for moving into your new home!

6 WEEKS BEFORE MOVE

- ◆ If you're planning a garage sale, set a date.
- ◆ If you have children, arrange to transfer school records.
- ◆ Discover schools in your new community (visit www.theschoolreport.com on the web).
- ◆ Notify insurance companies of the move.
- ◆ Start a "Move File" for all receipts, papers and estimates related to your move.

4 WEEKS BEFORE MOVE

- ◆ Choose a van line/rental truck company you will use and give them tentative pick-up/delivery dates.
- ◆ If you are moving to a new city, be sure and ask your attorney, doctor and other providers for referrals and any necessary records.
- ◆ If you have pets, schedule a check-up and be sure to get a copy of their records from the veterinarian.
- ◆ Set schedules with real estate agents and/or landlords.
- ◆ Arrange to have your mail forwarded to your new home and inform creditors of your new address.

2 WEEKS BEFORE MOVE

- ◆ Schedule disconnect dates with your local utility company, cable company, and phone company.
- ◆ Notify new utility company, cable company, and phone company of connect dates in the new home.
- ◆ If you have a lawnmower or any other power equipment, drain them of oil and gasoline. Moving companies will not move them if they are full.

2 WEEKS BEFORE MOVE CONT.

- ◆ Clean the carpet, floors, and drawers before moving into your new home.

1 WEEKS BEFORE MOVE

- ◆ Clean out refrigerator and defrost freezer.
- ◆ Have your car serviced if you will be driving a long distance.
- ◆ Confirm connect dates for utilities, cable service, and phone service in your new home.
- ◆ Transfer or close your checking account.
- ◆ Be sure to get all items from your safe or deposit box.
- ◆ Pack a survival kit with basic tools, bathroom essential, kitchen essential, eyeglasses, address book, checkbook, clock, change of clothes, and directions to your new home.

PACKING FOR THE MOVE

- ◆ Bend from your knees and not from your back when trying to lift something.
- ◆ For large appliances, remove loose fittings and accessories and pack separately. Tie down, tape or wedge all movable parts and doors.
- ◆ WRAP...anything you don't want scratched or broken...with blankets, curtains, sheets, plastic, or paper.
- ◆ LABEL...anything you wrap or place into a box.
- ◆ Plants help make home feel homey so don't forget them. Store them in plastic bags with holes punched for air. Check agricultural regulations on moving plants or trees out of your area and into your new area.
- ◆ Moving can be overwhelming for your pet. Remember to help make the move calm and comfortable for your pet too!

MOVING DAY

- ◆ Spend the entire day at home with the movers.
- ◆ Carry any valuable or family heirlooms with you.
- ◆ Specify a "DO NOT MOVE" area where you place items you do not want the movers to take with them.
- ◆ Right before the movers leave, take a final tour of your home, making sure nothing has been left in drawers or closets and that all doors and windows are locked.

AT YOUR NEW HOME

- ◆ When you first arrive, check boxes for external damage. If damage is found check the contents.
- ◆ Plug in large appliances before your large furniture blocks the outlet.
- ◆ Locate your survival kit and put it where you can find it and won't forget.
- ◆ Obtain numbers needed in an emergency such as the fire department and police.
- ◆ Register your cars.
- ◆ Register to vote in your new area.

NOW, enjoy your new home!

EXAMPLE: Utilities Email Attachment

EXAMPLE LETTER: Mail

Congratulations! **We're In The Home S-T-R-E-T-C-H...** ***So Relax, And have a Latte On Us!***

Hopefully, by now most of the boxes are packed and you are ready for the move. It's time to gear up for the home s-t-r-e-t-c-h!

Sometimes buying or selling a home can be a challenging and detailed process. As always, our promise to you is that we will be here for you and appreciate the opportunity to help you during this vital time.

We have enclosed a coffee gift card for you to sit back and relax with a great cup of coffee, and know that the Best Is Yet To Come!

We would also like to take a moment to remind you how important referrals are to our business. If someone you know is looking for real estate advice, we would be honored if you would give us the first chance to be of assistance.

Thanks again. It is a pleasure working with YOU!

Warmest regards,

Deanna Faraone,
Broker Associate, Listing Specialist
Tim O'Bryan, Buyers Specialist
Olivia Reid, Team Administrator
"Town Square Realty Group"



Seller Closing Plan

Congrats to Buyer Feedback - Email Example

Dear [Name of Client(s)]

Congratulations on closing escrow successfully! We truly hope you found the process to be simple and smooth. It truly is an honor to be your Real Estate Team of choice and its been a pleasure to serve you through this transition! Do you think you could do us a favor? Reviews are a popular way for people to select an agent when they start the process and we would love it if you could give us some reviews online! The most popular sites are Yelp, Zillow, Facebook and Google! Here are some easy links to take you right to place where you can write a review that future clients can read. We truly appreciate this. Thank you and Congratulations!!

Yelp Review Link:

<http://www.yelp.com/biz/town-square-realty-group-vista?osq=town+square+realty+group> (use your own link)

Zillow Review Link:

<https://www.zillow.com/profile/TownSquareRealty/> (use your own link)

Facebook:

www.facebook.com/TownSquareRealtyGroup (use your own link)

Google:

<https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=town%20square%20realty%20group%20vista%20ca&lrd=0x80dc7698d15d8ddf:0x83c90316b3b93441,2> (use your own link)

Thank you so much!

[Your name/team]

Example; Provide Your own Links

Olivia Reid

**EXAMPLE EMAIL: COPY & PASTE TO CRM OR
EDIT FOR YOUR OWN USE**

Subject: Congratulations we have CLOSED Escrow! Can you do us a favor?

Dear Michael & Judy

Congratulations on closing escrow successfully! We truly hope you found the process to be simple and smooth. It truly is an honor to be your Real Estate Team of choice and its been a pleasure to serve you through this transition! Do you think you could do us a favor? Reviews are a popular way for people to select an agent when they start the process and we would love it if you could give us some reviews online! The most popular sites are Yelp, Zillow, Facebook and Google! Here are some easy links to take you right to place where you can write a review that future clients can read. We truly appreciate this. Thank you and Congratulations!!

Yelp Review Link:

<http://www.yelp.com/biz/town-square-realty-group-vista?osq=towns+square+realty+group>

Zillow Review Link:

<https://www.zillow.com/profile/TownSquareRealty/>

Facebook:

www.Facebook.com/TownSquareRealtyGroup

Google:

<https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=town%20square%20realty%20group%20vista%20ca&lrd=0x80dc7698d15d8ddf:0x83c90316b3b93441,2>

Thank you so much!

"Town Square Realty Group"
Deanna Faraone, Broker Associate, Listing Specialist
Tim O' Bryan, Buyers Specialist
Cherrelle Herrera, Buyers Specialist
Olivia Reid, Team Administrator

Seller Closing Plan

Thank you to Realtor - Email Example

Dear [Name(s) Client(s)]

RE: <<LISTING ADDRESS>>

It's all done! You and I got it closed! Now the seller gets the equity, the buyer gets the home, and you and I get paid! Sounds like we all get our just rewards, doesn't it?

Not sure if you have considered making a change in your business, but if you have I feel like I would be doing you an injustice if I didn't tell you about Allison James Estates & Homes. Since starting my career in 1999 I have worked in large offices like RE/MAX and Keller Williams Realty. My last year with Keller I calculated that I had paid them 34,000 in commissions, royalties, fees, and office dings here and there. At the time I was one of the top agents and I remember feeling if I just had more money to advertise my business I could do so much better! I felt nickel and dimed I tell you. Not to mention always getting services pushed on me because it was financially beneficial to the brokerage (not my clients) bothered me as I felt bad if I didn't use the services. Then I found out about Allison James Estates & Homes. The story is actually really an interesting one which I could tell you sometime and after much research of all the 95% to 100% brokers advertising out there I found that Allison James is truly the only one that ACTUALLY IS. See I close on average 28 sides a year. So when a broker calls and says you get 100% you only have to pay a \$495 transaction fee, I'm still paying that brokerage 13,000 a year! With Allison James I pay \$3900 a year, 395 in E & O a year and THATS IT!!! Not only do I have more money for my family (the reason why I work lol), but I have more money to advertise MY business not a Large BROKERS business. That to me is GOLDEN. And Allison James has never told me who I should use for title! Not to mention, our Broker Thomas Bullock, almost always answers his phone!

You truly are a knowledgeable hardworking professional and I think you might find the freedom I have found with Allison James Estates & Homes. If I didn't tell you about it, it would make me a selfish person!! Anyways if you have any questions about it, call me anytime!

Regardless of what you decide to do, I look forward to crossing paths with you again. Congrats again! Look forward to working with you again soon!

[Your name/team]

Example; Provide Your own Links

Olivia Reid

EXAMPLE EMAIL: COPY & PASTE TO CRM OR
EDIT FOR YOUR OWN USE

Subject: Thank you for your help

Dear Michael & Judy

RE: <<LISTING ADDRESS>>

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Deanna Faraone, Broker Associate, Listing Specialist, Team Leader
Town Square Realty Group, A division of Allison James Estates & Homes