



The Rapid Results Real Estate Sales Program™

Program Features

The Rapid Results Real Estate Sales Program™ is an integrated application of marketing, sales, and professional services for Realtors® and their clients to bring about a sale of their properties in a 60 day timeline at the best market price.

Program Timeline:

a 60 day intensive marketing period is followed by a scheduled "sale event" day. Simultaneous with the marketing period, legal, title, property appraisal and seller support services as described below are provided. All prospective buyers expressing interest in a property are provided with mortgage commitments with the best terms and options. Our goal is to sell the property within the timeline window.

- ✦ Between 6 and 12 properties are promoted in a single Rapid Results Sale.
- ✦ Video tours are provided and added to the property's detail page that has been posted on the site.
- ✦ Media ads are produced for TV, radio, and large-format print. The ads run on major stations and in papers.
- ✦ Advertising is continuous for approximately 60 days with blanket area coverage.
- ✦ Each home is visited by a designer for staging consultation with the seller.
- ✦ The listing broker schedules dates for inspections; is available by appointment.
- ✦ A sales contract is prepared for each seller's approval by a real estate attorney. The attorney handles all ensuing legal work through the subsequent closing.
- ✦ A thorough search of the property's title is conducted to assure there are no defects. A Certificate is issued for subsequent buyer's purchase of title insurance. The title company will collect and disburse monies for each property, and will provide facilities for the closings..
- ✦ In conjunction with the Program's mortgage originators, we arrange an appraisal of each property by a licensed appraiser.
- ✦ Prospective buyers are given mortgage commitments for the home they are contemplating to purchase.
- ✦ We prepare an offering package that is made available to serious buyers with all documents.
- ✦ Prospective buyers can make offers for a property directly to the seller or listing broker.
- ✦ We schedule a sale date for the convenience of sellers and buyers to finalize their decisions. During the sale event, which is webcast, we arrange to accept final offers by buyers in attendance or on the phone. A state of the art on-line broadcast infrastructure supports offers and participation from a wide-area audience.
- ✦ The web cast is advertised and viewed by the general public. We create ads for each broker whose property is listed which we air for the interest of potential sellers who want to have their property sold in an upcoming sale.

* Sellers may receive and accept offers at any time during the marketing period.