



Welcome Letter Please read!

Thank you for signing up with Kermath Realty LLC / Flat Fee Michigan (same thing, different sites!

We do more "Flat Fee" listings than any other company in the state and do this full time! We are here to help you sell your property and save thousands in commission.

Some survey's show 85% to 92% of all homes sell from being in the local M.L.S. (Multiple Listing Service). Remember, the MLS is the key to the door. Once you're in it, the listing will datafeed to tons of sites including:
www.realtor.com, www.trulia.com, www.zillow.com.

A word on Zillow: You can post your own fsbo listing on zillow if you wish. When a Realtor lists a home on Zillow it may over write it. If not you can still have it there.

A word on flat fee listings: Some agents still do not like to deal direct with sellers. Many agents assume since the seller is not in this business full time they really have no idea on how the entire home sale works and who is responsible for what duties. **Some agents are hesitant to show or write offers direct to sellers for fear the seller will simply mess the deal up since they're not in the business of selling real estate.**

As the broker I can tell you this is very true. This is why we urge you as the seller to do the "Full Service" listing. In our experience, the less contact the seller has with a buyer's agent the better. Many agents become confused dealing with sellers and wonder if they're going to be paid commission. **Our "Full Service" listing takes the "Fear Factor" out of the selling process.** If you're not a full service listing consider it. The upgrade is not that much more and our survey's show it helps sell your home AND for a higher price.



We do everything a "Traditional" agent does except hold open houses & a little weekend advertising. Those two things may account for 5% of sales and you can do them if you wish.

We are here to provide great service with our goal being 100% satisfaction!

READ Directions to get you listed without any delays **READ**

1. You should have either a link to download the listing docs or have received them direct from us.
2. **The listing steps must be followed!** We cannot list your home until we have all of the forms completed. FAX YOUR ITEMS TO 866-301-8413 OR you can scan your docs in and email them to me at Jkermath@comcast.net. **NOTE: WE WILL ONLY ACCEPT DOCS SCANNED IN AS .PDF FILE, NO .JPEGs! .JPEGs ARE FOR PHOTOS ONLY.**
3. **YOU WILL HAVE THE FOLLOWING FORMS TO COMPLETE TO GET LISTED:**
 - **Data input:** This provides us with all of the information on your home. It has to be filled in completely including tax information and room sizes. If it's not fully completed you're wasting your time and ours. Please make sure it is complete. IF IT IS INCOMPLETE WE CANNOT LIST YOUR HOME. IT SIMPLY CREATES DELAYS SO THE TIME TAKEN TO COMPLETE THIS FORM IS TIME WELL SPENT. WE WANT ACCURATE DATA ON YOUR HOME.
 - **State disclosures:** sellers disclosures, lead based paint and agency relationship. If you're married, we need both signatures.
 - **Listing agreement.** Make sure it is completed, dated and signed by both parties if you're married. It should read "3%" to Realtors or they



tend not to show your home as most all homes are at 3%. If you have a higher priced home above say \$500,000 then 2.5% is possible but you run the risk of agents not showing your home. Remember, there are many homes out there for sale. You want to motivate agents to show your home, not avoid you! **If you have issues with offering the commission then the program simply isn't for you. There is no point in going into the MLS unless you are ok with paying a buyer's agent their half should they bring a buyer. The program saves you half worst case scenario so it is a fair program.**

A WORD ABOUT THE MLS (Multiple Listing Service)

The MLS is a database where all of the Realtors agree to "Cooperate" and "Compensate". This means we share our listings and agree to pay a buyer's agent if they bring a buyer. **THE COMMISSION AMOUNT IS PRE**

DETERMINED AT THE TIME OF LISTING AND IS NON NEGOTIABLE!

It doesn't matter if the offer is low, the fee is non-negotiable. You are fortunate to be able to get in for a small flat fee! Several years ago this was not possible!

PHOTOS: NOTE: If the directions below are not followed you are subject to a \$25 photo fee (only for people that don't at least try ☺) All photos must be: RESIZED TO 200K OR LESS & sent to:

jkermath@comcast.net

- **If you want photos in a certain order you'll need to rename them like: 1front, 2kitchen, 3 great room and so on. This will ensure we put them in the right order. If you do not name your photos, we will put them in a logical order but we will not go back and re order them if you don't agree with the order of the photos. PLEASE REMEMBER IT TAKES TIME TO KEEP GOING BACK AND FORTH REDOING PHOTOS SO WE LIKE TO GET IT RIGHT THE FIRST TIME.**



- **NOTE:** If you send photos over that are large, 1 or 2 Meg you risk them not coming through. If you cannot resize them send 4 or 5 at a time.
- **All photos must be received when we input your listing.** If we have to go back later to add photos it is a \$25 fee.

Installing photos has become very time consuming project. If the directions above are followed your listing will be entered quickly with no delays.

4. **YOU ARE NOT A FOR SALE BY OWNER!** I cannot stress this enough. You are listing BUT have the right to sell without paying any additional fees. Using the word "FSBO" is a 4 letter word to Realtors. They will assume you won't pay commission and will avoid you. If we find that you are holding yourself out to be "FSBO" or you are attempting to avoid paying a commission to a buyer's agent who brought you a buyer your listing will be removed period.
5. **The sign.** We will send you one of our yard signs for free. It's 18 x 24 plastic. MLS rules state that you are supposed to use our sign. We understand you want to work as hard as you can to find a buyer WITHOUT an agent. **Our solution: We put your phone number on it so buyers can call you direct and you can avoid all commission.** (Realtors tend not to go near FSBO signs as they are afraid their buyers will go around them). It is important to use our sign, it works! WE DO NOT INCLUDE A FRAME. YOU CAN GET A FRAME AT HOME DEPOT OR LOWES.
6. **Your voice mail:** This is very important and something most people don't think about but you need to change your greeting to include something like: "If you're calling about our home for sale at Please leave a detailed message and we'll call you back asap". Otherwise realtors and buyer's may think they've reached a wrong number!

Once we have all of your signed, dated paperwork and photos we will enter you into the MLS. This is generally within 24 to 48 hours. Sometimes we get



very busy so if you want to call or email after you send everything in to make sure we have your items it is a good idea.

After we enter you, we will email you your listing. You are live at this point. Look carefully at your listing and advise us of any errors we need to fix. We will of course fix any errors without charge.

Future changes: We cannot take changes over the phone. We must have an email verifying the change you desire, like prices, open houses, text, photos, pending and sold status. Most boards require a "Change form" for us to make the changes. **Go to "Edit Listing" on the home page to make all changes. Also, choose "Forms**

WHEN YOU GET AN OFFER: We need copies of all offers and counter offers please. We must update the MLS. After you have a signed offer we need a copy faxed or emailed to us.

WHEN YOUR HOME SELLS: When your home sells, we need a copy of the closing statement for our records. We will update the MLS as "Sold". It is critical to maintain accurate data in the MLS. It benefits everyone. **NOTE: IF YOU DO NOT SEND US THE CLOSING STATEMENT WITHIN 24 HOURS OF CLOSING THE MLS MAY FINE US FOR NOT REPORTING DATA. IF WE GET FINED (\$25-\$50) WE WILL PASS THIS FINE ON TO YOU.** People and Realtors get very upset when they call to show a home only to find out it's been sold! This is very frustrating.

Sincerely,
Jeff Kermath
Broker / owner