

Buyer's and Seller's
ROADMAP
Find Your FreedomSM

United
Real Estate
UnitedRealEstate.com
888.960.0606

Why sell
your property with
United Real Estate?

Simple. No one can locate buyers better, bringing to bear more than 88 years of marketing experience, to get you the best price in the shortest time possible. To sell property today, you need more than a "For Sale" sign and a local newspaper ad. With so many properties on the market your property needs to stand out from the crowd. That's why you need the benefit of United's professionalism and exclusive, proven marketing tools. We expose your property locally, regionally, nationally (and even internationally) from the first day. Your United agent offers everything any other broker can—and much, much more.

United
Real Estate

HOME SELLER'S ROADMAP



1 INITIAL CONSULTATION WITH YOUR UNITED AGENT

- Establish your real estate sale goals
- Market education and orientation
- Comparative Market Analysis (CMA)
- Consider incorporating a home warranty, such as the United Home Protection Plan, into your listing



2 PREPARE YOUR PROPERTY FOR SALE

- Schedule and complete any repair work
- Clean, organize and remove clutter
- Try to disconnect your emotions
- Make it attractive for prospective buyers
- If you have pets consider making alternate plans for them during showings

3 MARKETING YOUR PROPERTY WITH UNITED

- TECHNOLOGY**
- Microsoft's #1 Global Partner of the Year Team keeps you one step ahead
 - Over 3,000 websites with 3 million+ visitors per month
 - Extensive Search Engine Optimization (SEO) and SEM (Search Engine Marketing)
 - E-mail marketing
 - Client Relationship Management (CRM) backend software
 - National website
 - Office websites
 - Agent websites
 - Specialty websites such as:
 - Condos
 - Luxury
 - Mobile apps including:
 - iPhone
 - iPad
 - Android
 - Blackberry
- TARGETED MARKETING**
- Wide-ranging advertising gives your property important exposure
 - Proprietary buyer lead generation and conversion tactics
 - Global marketing
 - Specialty property groups
 - In-house marketing services company delivering:
 - Digital marketing
 - Direct marketing
 - Print marketing
 - Public relations
 - Signage
 - Broadcast
 - Outdoor
 - Social media
- ADDITIONAL SERVICES**
- Open houses
 - MLS feeds
 - Broker events
 - United Client Care Team
 - Local and Home Office Support
 - Strategic Marketing Partners
 - United Home Protection Plan
 - PHH Mortgage



5 CONTRACT NEGOTIATION AND ACCEPTANCE

- Your counteroffer will be presented to the buyer's agent if applicable
- Sales terms accepted by you
- Earnest money deposited

4 RECEIVING AN OFFER ON YOUR PROPERTY

- Your United agent will present the buyer's offer to you

6 BUYER DUE DILIGENCE AND RESOLUTION

- Buyer conducts inspections
- Lender orders appraisal
- Survey

7 RENEGOTIATION (IF NECESSARY)

- Your United agent will guide you through any re-negotiations resulting from inspection, title or appraisal results

8 TITLE WORK

- Title search and examination will be completed
- Title company will issue title insurance

10 CLOSE ON YOUR NEW HOME

- In most cases you have been conducting a search for your new home and have navigated the buying process. Your United agent can help coordinate a smooth transition into your new home.

9 BUYERS CLOSE ON YOUR PROPERTY

- Contact and financing contingencies are satisfied
- Final loan approval is obtained and documents are sent to the closer
- Lender loans the funds
- The deed is recorded
- Buyer takes possession



Seller's Legend

- INITIAL CONSULTATION WITH YOUR UNITED AGENT
- PREPARE YOUR PROPERTY FOR SALE
- MARKETING YOUR PROPERTY WITH UNITED
- RECEIVING AN OFFER ON YOUR PROPERTY
- CONTRACT NEGOTIATION AND ACCEPTANCE
- BUYER DUE DILIGENCE AND RESOLUTION
- RENEGOTIATION (IF NECESSARY)
- TITLE WORK
- BUYERS CLOSE ON YOUR PROPERTY
- CLOSE ON YOUR NEW HOME



PHH Mortgage Corporation, 1 Mortgage Way, Mt. Laurel, NJ 08054. NMLS ID #2726 (www.nmlsconsumeraccess.org), Alaska Licensed Mortgage Lender #82775, 800-446-0364, Arizona Residential Mortgage Lender #80293164, Licensed by the Department of Corporations under the California Residential Mortgage Lending Act. To check the Colorado license status of your mortgage loan originator, visit http://www.dora.state.co.us/real-estate/index.htm. Georgia Residential Mortgage Lender #6250, Illinois Residential Mortgage Lender #981000041/1215, Michigan Avenue, Suite 1700, Chicago, IL 60601, 312-793-3900, Kansas Licensed Mortgage Company #S2000792, Massachusetts Licensed Lender #ML2726, Minnesota - This is not an offer to enter an interest rate lock in agreement. Licensed by the Mississippi Department of Banking and Consumer Finance, Montana Licensed Mortgage Lender #2726, Licensed by the New Hampshire Banking Department, Licensed by the New Jersey Department of Banking and Insurance, Licensed Mortgage Banker - MS Banking Department, Oregon Mortgage Lender #ML 355, Licensed First Mortgage Banker and Secondary Mortgage Lender by Pennsylvania Department of Banking, Rhode Island Licensed Lender Equal Housing Lender.