

THE SELLER PROCESS

plan | market | manage | close

THE ART *and* SCIENCE
of REAL ESTATE

dreamtown

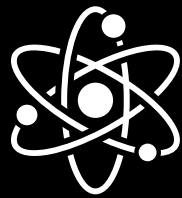
dreamtown.com

Lincoln Park: 1950 N. Sedgwick | Lincoln Square: 4553 N. Lincoln

West Loop: 849 W. Monroe | Evanston: 1567 Maple | Edison Park: 7280 W. Devon

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PLANNING & PREPARATION



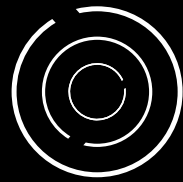
PLANNING & PREPARATION

■ YOU AND YOUR DREAM TOWN BROKER WILL:

- Discuss and understand your objectives
- Review comparable properties and overall market conditions to determine current demand and listing price
- Conduct walk-through to identify staging, de-cluttering, paint touch-up opportunities, etc.
- Execute listing agreement & property disclosures
- Document age of mechanicals, recent improvements, etc.
- Determine appropriate showing times & preferred method of notification of showings, including plan for pets

IF APPLICABLE:

- Hire inspector to pre-inspect property and make necessary repairs.
- Hire professional for HVAC cleaning
- Hire cleaning service to provide a deep clean



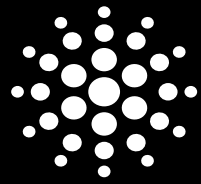
MARKETING & SELLING



MARKETING & SELLING

| YOUR DREAM TOWN BROKER WILL:

- Coordinate a professional photo shoot and interactive floor plan creation
- Create a high-quality brochure
- Ensure prominent placement on Dreamtown.com Featured Properties
- Initiate online syndication to 400 additional sites
- Market your listing as a "Pocket listing" to Dream Town's proprietary database, Dream Town brokers and other top area brokers
- Coordinate sign installation
- Enter property in MLS
- Conduct public & broker open houses, as appropriate
- Use proprietary LEAP technology, gather, disseminate & discuss all feedback from potential buyers and their brokers
- Schedule periodic call to discuss strategy and potential changes
- Develop strategy for multiple offer situations
- Receive offer(s)
- Confirm buyer's financing ability
- Discuss & confirm acceptance, counter offers & negotiation strategy
- Facilitate executing the sales contract via DocuSign.



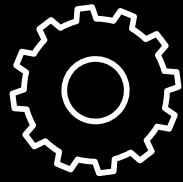
DEAL MANAGEMENT



DEAL MANAGEMENT

■ YOUR DREAM TOWN BROKER WILL:

- Provide attorney referrals
- Send the executed contract and contact information to all parties
- Receive & manage earnest money
- Facilitate access for buyer & their licensed home inspector
- Attend appraisal, providing relevant comparable values and copy of contract to appraiser
- Mediate or renegotiate any issues raised by the attorneys or inspection
- Coordinate dissemination of condominium documents, if appropriate
- Monitor all contract deadlines & purchase contingencies
- Coordinate scheduling of closing with attorney & buyer's lender



CLOSING & MOVE



CLOSING & MOVE

■ YOUR DREAM TOWN BROKER WILL:

- Provide moving company and cleaning service referrals
- Facilitate utility shut-off and mail forwarding via Updater tool
- Schedule and attend final walk-through
- Schedule post-move cleaning service
- Attend closing and transfer keys to new owners